

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MARCH 21, 1982

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	27.0	22,010
2	NIGHT OF 100 STARS(S)	26.4	21,520
3	60 MINUTES	25.9	21,110
4	JEFFERSONS	24.8	20,210
5	ALICE	24.4	19,890
6	THREE'S COMPANY	24.3	19,800
7	EUNICE(S)	24.2	19,720
8	TOO CLOSE FOR COMFORT	23.9	19,480
9	DYNASTY#	23.0	18,750
10	ABC MONDAY NIGHT MOVIE#	22.8	18,580
11	HART TO HART	22.7	18,500
12	LOVE BOAT	22.6	18,420
13	DUKES OF HAZZARD	22.5	18,340
14	M*A*S*H	21.7	17,690
15	ONE DAY AT A TIME	21.5	17,520
16	ARCHIE BUNKER'S PLACE	21.2	17,280
17	TRAPPER JOHN, M.D.	20.9	17,030

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DUKES OF HAZZARD	18.7	40,360
2	DALLAS	18.3	39,420
3	NIGHT OF 100 STARS(S)	16.7	36,080
4	ALICE	16.6	35,790
5	ABC MONDAY NIGHT MOVIE#	16.4	35,370
6	THREE'S COMPANY	16.3	35,170
7	DIFF'RENT STROKES	16.3	35,110
8	JEFFERSONS	16.2	35,000
9	60 MINUTES	16.2	34,860
10	EUNICE(S)	15.8	34,120
11	TOO CLOSE FOR COMFORT	15.2	32,680
12	M*A*S*H	15.1	32,620
13	LOVE BOAT	15.1	32,550
14	THAT'S INCREDIBLE#	14.7	31,790
15	HART TO HART	14.4	31,140
16	ONE DAY AT A TIME	14.3	30,880
17	CHIPS	14.3	30,870

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	23.6	19,990
2	NIGHT OF 100 STARS(S)	22.3	18,910
3	JEFFERSONS	21.1	17,870
4	ALICE	20.7	17,550
5	DYNASTY#	20.6	17,480
6	EUNICE(S)	20.6	17,460
7	HART TO HART	18.3	15,490
8	FALCON CREST	18.0	15,270
9	60 MINUTES	17.8	15,110
10	LOVE BOAT	17.5	14,840
10	THREE'S COMPANY	17.5	14,840
12	TOO CLOSE FOR COMFORT	17.5	14,800
13	TRAPPER JOHN, M.D.	17.5	14,790
14	M*A*S*H	17.0	14,430
15	ONE DAY AT A TIME	17.0	14,420
16	DIFF'RENT STROKES	16.7	14,170
17	REAL PEOPLE	16.6	14,030

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	21.0	16,020
2	ABC MONDAY NIGHT MOVIE#	21.0	15,990
3	DALLAS	16.8	12,780
4	DUKES OF HAZZARD	15.9	12,080
5	ALICE	15.2	11,600
6	EUNICE(S)	15.1	11,490
7	NIGHT OF 100 STARS(S)	15.0	11,450
8	JEFFERSONS	15.0	11,440
9	THAT'S INCREDIBLE#	14.9	11,350
10	FALL GUY	14.7	11,230
11	HART TO HART	14.6	11,120
12	T.J. HOOKER	14.6	11,090
13	NBC SUNDAY NIGHT MOVIE	14.5	11,050
14	REAL PEOPLE	14.4	10,960
15	M*A*S*H	14.3	10,890
16	NBC MONDAY NIGHT MOVIES#	13.8	10,500
17	LOVE BOAT	13.4	10,200

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NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	EUNICE(S)	20.5	10,880
2	DYNASTY#	20.3	10,770
3	DALLAS	19.8	10,510
4	NIGHT OF 100 STARS(S)	18.5	9,810
5	ABC MONDAY NIGHT MOVIE#	18.0	9,570
6	HART TO HART	18.0	9,550
7	DIFF'RENT STROKES	17.8	9,440
8	TOO CLOSE FOR COMFORT	17.7	9,430
9	JEFFERSONS	17.3	9,220
10	M*A*S*H	17.0	9,060
11	LOVE BOAT	16.9	8,990
12	ALICE	16.9	8,980
13	THREE'S COMPANY	16.9	8,960
14	ABC SUNDAY NIGHT MOVIE#	15.4	8,200
15	GIMME A BREAK	15.4	8,170
16	TRAPPER JOHN, M.D.	14.9	7,910
17	FALCON CREST	14.7	7,820

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	30.4	7,870
2	NIGHT OF 100 STARS(S)	30.1	7,780
3	ALICE	28.0	7,250
4	JEFFERSONS	27.7	7,170
5	60 MINUTES	24.9	6,450
6	REAL PEOPLE	24.6	6,360
7	ONE DAY AT A TIME	24.4	6,300
8	FALCON CREST	24.2	6,270
9	ARCHIE BUNKER'S PLACE	23.8	6,150
9	MAGNUM, P.I.	23.8	6,150
11	TRAPPER JOHN, M.D.	22.5	5,830
12	EUNICE(S)	21.9	5,660
13	DYNASTY#	21.5	5,550
14	DUKES OF HAZZARD	21.0	5,430
15	FACTS OF LIFE	20.6	5,330
16	LITTLE HOUSE-PRAIRIE	20.5	5,310
17	CBS SAT. NEWS-SCHIEFFER#	20.4	5,270

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ABC MONDAY NIGHT MOVIE#	22.7	11,580
2	60 MINUTES	17.4	8,880
3	NBC SUNDAY NIGHT MOVIE	16.2	8,280
4	FALL GUY	16.0	8,150
5	NBC MONDAY NIGHT MOVIES#	15.5	7,900
6	EUNICE(S)	15.4	7,850
7	HART TO HART	15.3	7,800
8	HILL STREET BLUES	14.5	7,400
9	ABC SUNDAY NIGHT MOVIE#	14.5	7,370
10	M*A*S*H	14.2	7,260
11	T.J. HOOKER	13.8	7,050
12	DALLAS	13.8	7,020
13	THAT'S INCREDIBLE#	13.4	6,850
14	CHIPS	13.4	6,840
15	DUKES OF HAZZARD	13.2	6,730
16	DYNASTY#	13.1	6,660

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	29.6	5,860
2	NIGHT OF 100 STARS(S)	25.9	5,140
3	DALLAS	24.0	4,750
4	ALICE	23.8	4,720
5	JEFFERSONS	23.6	4,670
6	ARCHIE BUNKER'S PLACE	23.3	4,620
7	DUKES OF HAZZARD	22.5	4,460
8	REAL PEOPLE	22.1	4,390
9	ONE DAY AT A TIME	20.9	4,150
10	BRET MAVERICK	20.7	4,110
11	THAT'S INCREDIBLE#	20.4	4,050
12	MAGNUM, P.I.	18.6	3,690
13	FLAMINGO ROAD#	18.1	3,590
14	ABC MONDAY NIGHT MOVIE#	17.8	3,520
15	LITTLE HOUSE-PRAIRIE	17.7	3,500
16	T.J. HOOKER	17.2	3,410

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1982 REPORT

PROGRAM NAME											AUDIENCE COMPOSITION													
T/C THIS SEASON											VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													
NO. OF STATIONS & PROGRAM COVERAGE											HOUSEHOLD AUDIENCES													
WK 1 WK 2											TEENS (12-17) CHILDREN (2-11)													
WK 1 WK 2											TOTAL FEM. TOTAL 6-11													
WK 1 WK 2											TOTAL 34 49 54 64 55+													
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1982 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
														VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK- ING WOM.	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	MEN 18- 49	25- 54	35- 64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11							
EVENING CONT'D																																			
CBS SAT. NEWS-SCHIEFFER										23	142	A	11.1	23	905	1414	751	206	772	126	183	169	243	582	610	137	256	280	287	316	13	13	19	19	
2 SAT.										6.30P	30	CBS N	B	10.5	19	856	1560	727	180	792	123	254	271	360	479	618	133	268	269	309	304	57	24	93	51
CBS SAT. NIGHT MOVIE										18	178	A	11.2	20	913	1770	544	242	625	251	381	351	278	182	678	317	503	487	329	116	145	57	322	242	
1 SAT.										9.00P	120	CBS FF	B	16.6	29	1353	1915	727	286	802	308	509	459	375	230	686	260	452	438	355	171	156	62	271	199
										9.00 - 9.30			A	9.8	17	799	1969	583	270	666	262	410	384	286	193	685	341	520	516	330	102	191	79	427	285
										9.30 - 10.00			A	11.2	20	913	1821	548	238	621	250	384	346	282	180	708	335	521	485	346	125	148	55	344	264
										10.00 - 10.30			A	11.8	21	962	1691	520	227	605	238	365	333	274	181	666	292	482	470	325	130	121	53	299	233
										10.30 - 11.00			A	11.9	22	970	1642	533	236	619	261	375	347	274	177	657	307	496	484	317	105	125	43	241	200
CBS TUESDAY NIGHT MOVIES										13	187	184	A	12.9	21	1051	1618	811	250	900	332	563	461	395	282	547	169	311	328	286	162	84	52	87	58
TUE.										9.00P	120	CBS FF	B	15.0	24	1223	1623	715	264	808	274	471	427	387	259	613	216	359	336	306	194	108	49	94	69
										9.00 - 9.30			A	12.1	18	986	1695	781	222	869	295	518	430	383	298	567	177	328	335	289	173	110	60	149	98
										9.30 - 10.00			A	12.4	19	1011	1623	808	260	890	307	541	453	398	297	534	153	317	325	292	157	94	52	105	60
										10.00 - 10.30			A	13.7	23	1117	1572	820	250	906	344	579	471	393	276	549	176	304	326	282	163	64	46	53	39
										10.30 - 11.00			A	13.5	24	1100	1570	822	257	917	369	603	473	402	257	532	168	297	325	278	150	71	52	50	42
CBS WEDNESDAY NIGHT MOVIE										10	184	A	14.3	23	1165	1472	693	306	789	266	464	453	418	245	504	180	320	269	234	165	84	61	95	69	
1 WED.										9.00P	120	CBS FF	B	15.9	25	1296	1595	709	267	807	267	455	416	402	277	579	190	343	335	314	182	112	64	97	68
										9.00 - 9.30			A	13.0	20	1060	1514	677	282	772	272	466	463	386	229	501	177	318	274	226	174	96	57	145	96
										9.30 - 10.00			A	14.1	22	1149	1475	691	312	795	282	468	454	410	245	508	173	322	275	248	166	74	55	98	75
										10.00 - 10.30			A	15.1	25	1231	1450	703	311	793	245	453	449	444	255	503	180	312	259	229	170	82	64	72	56
										10.30 - 11.00			A	15.0	27	1223	1446	696	312	791	265	466	448	422	249	505	191	329	270	229	152	81	70	69	52
CHICAGO STORY										3	181	180	A	10.1	18	823	1849	658	338	797	281	464	403	400	270	668	231	372	354	281	255	124	63	260	138
SAT.										8.30P	90	NBC GD	B	10.8	18	880	1788	669	320	810	247	429	396	395	309	658	237	370	314	265	251	117	65	203	118
										8.30 - 9.00			A	9.1	16	742	1887	633	313	758	277	443	359	362	260	642	219	359	334	270	249	146	67	341	150
										9.00 - 9.30			A	10.1	18	823	1861	687	361	836	307	510	432	421	270	657	248	378	352	266	238	119	60	249	137
										9.30 - 10.00			A	10.9	19	888	1836	663	344	802	262	440	428	419	277	709	232	381	374	305	279	116	67	209	128
CHIPS										21	209	212	A	16.7	25	1361	2268	743	292	823	327	544	510	349	222	744	282	504	445	369	197	225	98	476	308
SUN.										8.00P	60	NBC OP	B	16.7	25	1361	2182	680	274	770	292	482	412	332	238	683	267	459	405	327	179	260	101	469	305
										8.00 - 8.30			A	16.3	25	1328	2291	760	302	844	335	550	514	355	236	737	275	499	438	371	194	213	94	497	318
										8.30 - 9.00			A	17.0	25	1386	2251	730	282	806	320	536	504	342	214	750	284	504	452	369	201	239	104	456	301
CODE RED										18	183	185	A	12.5	20	1019	2077	657	317	750	318	532	441	336	195	534	249	368	353	247	121	237	69	556	328
SUN.										7.00P	60	ABC GD	B	12.8	20	1043	2027	693	309	786	275	498	454	378	237	624	235	407	367	320	166	216	100	401	249
										7.00 - 7.30			A	11.7	19	954	2021	642	324	734	291	505	419	338	204	528	245	358	346	244	121	216	65	543	323
										7.30 - 8.00			A	13.4	21	1092	2101	662	305	754	340	550	454	328	183	529	252	372	359	244	113	253	70	565	329
DALLAS										15	197	197	A	27.0	44	2201	1791	826	288	908	308	477	430	416	358	580	202	319	281	251	215	119	63	184	118
FRI.										9.00P	60	CBS GD	B	28.9	46	2355	1819	849	305	931	316	502	444	411	360	562	200	322	285	255	204	121	68	205	140
										9.00 - 9.30			A	26.5	43	2160	1795	816	280	899	306	463	416	412	361	577	200	307	267	244	223	117	62	202	127
										9.30 - 10.00			A	27.4	45	2233	1791	839	297	919	314	493	442	420	355	586	208	332	294	254	208	120	63	166	109
DIFF'RENT STROKES										19	182	192	A	19.9	31	1622	2165	745	300	873	345	581	485	363	240	550	221	364	316	236	149	281	130	461	344
THU.										9.00P	30	NBC CS	B	17.5	27	1426	2025	743	277	836	279	492	430	367	289	551	190	340	306	255	168	248	114	390	285
DUKES OF HAZZARD										15	194	193	A	22.5	37	1834	2201	683	206	757	244	407	368	323	295	660	255	367	324	273	244	164	89	620	402
FRI.										8.00P	60	CBS CS	B	23.3	38	1899	2174	682	229	750	245	404	365	342	294	624	220	359	315	302	228	187	77	613	371
										8.00 - 8.30			A	20.1	34	1638	2239	666	195	737	235	397	365	321	289	669	273	378	327	259	246	173	92	660	427
										8.30 - 9.00			A	24.9	41	2029	2162	693	213	767	251	413	365	324	300	648	240	357	318	281	242	159	87	588	380
DYNASTY										16	200	A	23.0	41	1875	1628	847	323	933	392	574	473	399	297	536	254	355	300	200	148	88	61	71	47	
2 WED.										10.00P	60	ABC GD	B	20.1	33	1638	1599	786	328	872	357	552	468	403	240	540	230	344	294	229	153	120	72	67	44
CONT'D																																			

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME						I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
												VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK-ING WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) FEM.	CHILDREN (2-11) 6-11				
EVENING CONT'D																																
HART TO HART						21	195	200		A	22.7	39	1850	1683	769	317	839	308	517	451	386	261	601	286	421	355	251	143	166	91	77	69
TUE. 10.00P 60 ABC PD						98	99		B	21.1	35	1720	1693	761	318	841	338	552	470	380	232	591	278	424	356	251	133	163	82	98	69	
10.00 - 10.30									A	22.5	37	1834	1656	755	313	828	309	511	446	373	257	583	278	409	352	243	134	168	97	77	67	
10.30 - 11.00									A	22.9	41	1866	1705	778	318	845	307	520	457	399	262	619	297	435	360	255	150	165	86	76	68	
HERBIE, THE LOVE BUG						1	189		A	16.6	27	1353	1796	697	294	743	280	413	388	312	262	478	164	289	260	237	171	105	80	470	292	
2 WED. 8.00P 60 CBS CS						99			B	16.6	27	1353	1796	697	294	743	280	413	388	312	262	478	164	289	260	237	171	105	80	470	292	
8.00 - 8.30									A	16.1	26	1312	1774	693	297	731	256	389	379	314	275	483	179	291	256	220	174	103	80	457	280	
8.30 - 9.00									A	17.1	27	1394	1811	698	288	752	303	435	397	309	246	471	147	286	264	251	165	107	78	481	304	
HILL STREET BLUES						19	209	202		A	17.5	30	1426	1692	715	358	783	343	548	470	359	186	704	338	519	446	302	134	143	65	62	55
THU. 10.00P 60 NBC OP						99	98		B	18.8	32	1532	1782	741	327	832	371	575	480	359	201	727	338	520	458	314	155	147	63	76	60	
10.00 - 10.30									A	17.4	29	1418	1705	715	360	783	334	544	467	375	193	691	322	505	432	307	138	150	72	81	68	
10.30 - 11.00									A	17.7	31	1443	1662	706	351	774	347	545	472	343	176	709	350	528	455	293	128	136	57	43	43	
HOUSE CALLS						18	189		A	16.5	24	1345	1817	827	324	917	387	570	489	378	267	572	258	379	387	238	129	134	68	194	152	
1 MON. 9.30P 30 CBS CS						99			B	19.1	28	1557	1720	778	323	862	308	501	448	375	285	564	216	347	327	250	176	152	74	142	104	
I LOVE LIBERTY(S)						202			A	15.8	25	1288	1730	787	318	827	218	493	453	467	280	650	209	396	365	353	213	101	54	152	119	
2 SUN. 9.00P 120 ABC GV						99			A	17.3	26	1410	1789	770	286	809	216	492	452	444	276	651	212	386	366	351	217	99	47	230	175	
9.00 - 9.30									A	16.5	26	1345	1833	787	314	825	225	498	457	462	275	647	207	390	360	350	207	138	63	223	177	
9.30 - 10.00									A	15.0	24	1223	1622	784	334	824	207	488	457	477	276	637	210	397	362	339	204	82	51	79	63	
10.00 - 10.30									A	14.5	25	1182	1629	800	334	842	221	490	448	484	287	658	208	407	373	365	212	79	56	50	40	
10.30 - 11.00																																
JEFFERSONS						19	194	194		A	24.8	38	2021	1732	812	320	884	293	456	414	369	355	566	194	294	276	239	230	116	59	166	121
SUN. 9.30P 30 CBS CS						99	99		B	23.1	35	1883	1699	782	318	878	285	455	399	378	358	559	185	299	284	248	221	120	65	142	110	
KNOTS LANDING						14	174		A	16.5	26	1345	1564	758	242	824	242	399	350	422	369	555	197	304	253	236	206	71	43	114	65	
1 THU. 9.00P 60 CBS GD						93			B	17.9	28	1459	1623	787	265	891	288	468	405	404	357	498	156	263	239	241	198	103	65	131	84	
9.00 - 9.30									A	16.7	26	1361	1540	747	235	815	251	394	338	407	368	547	205	297	232	218	210	71	39	107	63	
9.30 - 10.00									A	16.3	26	1328	1578	771	248	830	232	400	363	437	368	561	188	307	268	251	206	68	45	119	69	
LAVERNE & SHIRLEY						21	181	199		A	18.7	28	1524	1890	612	280	686	333	467	383	262	172	469	210	318	283	206	106	225	161	510	311
TUE. 8.30P 30 ABC CS						95	97		B	19.9	29	1622	1944	644	292	719	331	511	402	297	169	513	239	371	309	218	107	279	152	433	291	
LITTLE HOUSE-PRAIRIE						22	209	216		A	16.7	24	1361	1866	807	253	875	280	420	394	335	390	562	149	248	235	252	258	118	68	311	166
MON. 8.00P 60 NBC GD						97	99		B	19.5	28	1589	1873	815	280	920	292	461	409	371	399	500	154	249	228	221	219	129	83	324	192	
8.00 - 8.30									A	16.3	24	1328	1856	824	255	884	273	412	392	344	403	572	147	245	236	258	269	113	67	287	154	
8.30 - 9.00									A	17.2	25	1402	1857	789	248	860	285	426	394	326	375	548	152	249	230	244	245	119	65	330	176	
LOU GRANT						16	192		A	12.2	20	994	1455	785	281	886	368	531	492	376	260	512	198	303	359	257	118	18	6	39	24	
1 MON. 10.00P 60 CBS GD						98			B	16.7	27	1361	1550	772	308	865	324	524	468	378	267	549	225	352	324	245	152	79	38	57	44	
10.00 - 10.30									A	12.3	19	1002	1464	795	295	904	364	549	509	393	262	478	179	277	342	244	112	36	11	46	29	
10.30 - 11.00									A	12.1	20	986	1438	771	267	863	372	511	473	353	256	544	216	328	378	270	121	LT	LT	31	21	
LOVE BOAT						22	197	191		A	22.6	40	1842	1767	724	306	805	291	489	443	361	256	553	215	355	305	242	172	187	98	222	171
1 SAT. 9.30P 90 ABC CS						99	99		B	21.5	36	1752	1860	751	326	848	301	491	417	371	303	540	216	339	288	225	177	190	112	282	212	
2 SAT. 9.00P 60									A	18.9	33	1540	1623	709	355	773	328	482	424	310	234	528	195	309	260	229	190	123	75	199	160	
9.00 - 9.30									A	23.3	41	1899	1813	707	304	783	277	464	426	352	255	575	216	364	308	255	184	184	102	271	203	
9.30 - 10.00									A	24.0	43	1956	1831	755	300	854	290	517	479	401	270	561	229	372	327	242	160	219	110	197	159	
10.00 - 10.30									A	23.5	43	1915	1734	743	284	830	287	513	452	385	269	532	224	366	321	229	145	204	98	168	130	
10.30 - 11.00																																
LOVE, SIDNEY						18	191	202		A	17.9	29	1459	1676	776	283	847	255	461	419	377	327	419	141	223	199	184	163	154	79	256	192
WED. 9.30P 30 NBC CS						97	97		B	17.2	26	1402	1676	781	322	858	288	467	396	362	332	475	156	265	251	216	170	141	83	202	154	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK- ING WOM.	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	TEENS (12-17) FEM.	CHILDREN (2-11) TOTAL	6-11				
EVENING CONT'D																																			
MAGNUM, P.I.																																			
THU. 8.00P - 8.30																																			
8.30 - 9.00																																			
M*A*S*H																																			
MON. 9.00P - 9.00																																			
MCCLAIN'S LAW																																			
SAT. 10.00P - 10.30																																			
10.30 - 11.00																																			
MR. MERLIN																																			
2 MON. 8.00P - 8.00																																			
MR. MERLIN(B)																																			
1 MON. 8.00P - 8.00																																			
NBC FRIDAY MOVIE OF-WEEK																																			
FRI. 9.00P - 9.30																																			
9.30 - 10.00																																			
10.00 - 10.30																																			
10.30 - 11.00																																			
NBC MAGAZINE																																			
FRI. 8.00P - 8.30																																			
8.30 - 9.00																																			
NBC MONDAY NIGHT MOVIES																																			
1 MON. 9.00P - 9.30																																			
9.30 - 10.00																																			
10.00 - 10.30																																			
10.30 - 11.00																																			
NBC NEWS UPDATE-M-F																																			
1 MWTHF 8.58P - 8.58P																																			
1 TUE. 9.13P - 9.13P																																			
2 M-F 8.58P - 8.58P																																			
NBC NEWS UPDATE-SAT.																																			
1 SAT. 9.01P - 9.04P																																			
2 SAT. 9.04P - 9.04P																																			
NBC NEWS UPDATE-SUN.																																			
SUN. 8.58P - 8.58P																																			
NBC NEWS UPDATE-2-M-F																																			
1 MON. 9.53P - 9.58P																																			
1 WED. 9.58P - 9.58P																																			
1 FRI. 9.49P - 9.58P																																			
2 TU&TH 9.58P - 9.58P																																			

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
														K E Y		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2		AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK-ING WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11				
EVENING CONT'D																																	
NBC NEWS UPDATE-2-SAT. 7 161 A 11.0 19 897 1894 687 403 784 333 517 490 347 209^ 725 236^ 452 464 336 233^ 162^ 71^ 223^ 145^																																	
2 SAT. 9.58P 1 NBC N 88 B 10.2 17 831 1768 721 284 845 251 435 391 401 345 628 170 322 330 339 252 128 59 167 109																																	
NBC NEWS UPDATE-2-SUN. 11 186 A 14.0 21 1141 1754 599 271 642 191^ 372 398 351 181^ 793 342 572 507 423 154^ 146^ 41^ 173^ 110^																																	
1 SUN. 9.55P 1 NBC N 92 B 14.9 22 1214 1807 729 292 786 260 470 445 378 253 737 267 472 429 369 209 156 64 128 92																																	
NBC NIGHTLY NEWS-SAT. 22 161 164 A 9.1 18 742 1509 659 172 703 120^ 246 259 283 423 677 167 306 305 302 339 40^ 25^ 89^ 37^																																	
SAT. 6.30P 30 NBC N 87 87 B 9.3 17 758 1538 662 204 732 143 285 281 349 394 666 163 300 298 329 312 48 22 92 58																																	
NBC NIGHTLY NEWS-SUN. 16 166 169 A 9.4 17 766 1654 719 261 784 146^ 296 329 344 412 695 208 314 316 295 321 60^ 12^ 115^ 69^																																	
SUN. 6.30P 30 NBC N 84 84 B 8.3 14 676 1587 733 238 790 170 317 305 346 406 633 178 289 273 268 301 74 34 90 65																																	
NBC NIGHTLY NEWS 117 206 207 A 12.1 22 986 1614 715 246 775 166 302 302 367 413 691 152 294 297 358 327 74 44^ 74 41^																																	
M-F 6.30P 30 NBC N 98 99 B 13.0 22 1060 1584 731 214 796 160 303 293 365 435 635 145 266 271 301 317 65 35 88 60																																	
NBC SUNDAY NIGHT MOVIE 16 203 203 A 16.1 26 1312 1736 611 281 655 252 446 458 339 134 844 368 632 543 419 151 123 54^ 114 81^																																	
1 SUN. 9.00P 150 NBC FF 98 99 B 16.1 25 1312 1847 723 285 794 307 514 456 369 216 789 313 536 482 386 198 137 54 127 92																																	
2 SUN. 9.00P 120																																	
9.00 - 9.30 A 15.4 23 1255 1900 642 313 696 285 468 471 325 158 872 391 653 558 409 162 137 61^ 195 129																																	
9.30 - 10.00 A 15.7 24 1280 1781 623 312 680 281 473 468 328 139 812 345 609 536 404 146 133 56^ 156 96																																	
10.00 - 10.30 A 16.7 27 1361 1674 615 279 654 259 463 474 343 117 813 361 619 528 405 130 117 51^ 90 73^																																	
10.30 - 11.00 A 16.5 28 1345 1685 608 275 647 251 455 476 343 117 840 371 639 544 416 140 118 54^ 80^ 67^																																	
11.00 - 11.30 A 16.6 32 1353 1556 527 184 549 122^ 304 358 376 143^ 897 358 631 552 490 191 110^ 47^ LT LT																																	
NEWSBREAK-MON(B) 106 A 14.2 20 1157 2194 635 221 653 199^ 375 338 316 230 689 338 522 535 290 112^ 339 183^ 513 322																																	
1 MON. 8.58P 1 CBS N 80																																	
NEWSBREAK-TUE(B) 97 A 9.4 14 766 1885 773 230^ 801 202^ 413 406 335 354 620 262^ 379 390 232^ 184^ 153^ 61^ 311 188^																																	
1 TUE. 8.58P 1 CBS N 76 B 15.9 24 1296 1870 707 263 785 252 428 383 361 299 589 207 347 323 284 197 164 70 332 205																																	
NEWSBREAK-M-F 113 167 170 A 17.0 26 1386 1888 690 240 774 251 413 364 340 308 564 209 330 312 249 194 154 82 396 236																																	
1 WED. 8.28P 1 CBS N 91 92 B 15.9 24 1296 1870 707 263 785 252 428 383 361 299 589 207 347 323 284 197 164 70 332 205																																	
1 TH & F 8.58P 1																																	
2 M-F 8.58P 1																																	
NEWSBREAK-SAT. 23 167 180 A 12.3 21 1002 2010 630 196 683 221 380 356 278 265 500 173 299 299 259 161 182 119^ 645 416																																	
1 SAT. 8.58P 1 CBS N 93 96 B 14.2 23 1157 2162 683 248 757 283 476 413 335 238 620 255 426 392 294 153 195 87 590 350																																	
2 SAT. 8.56P 1																																	
NEWSBREAK-SUN. 24 179 180 A 19.7 29 1606 1818 741 334 827 271 431 380 345 342 582 209 298 279 227 229 168 86 241 183																																	
SUN. 8.58P 1 CBS N 95 95 B 20.9 30 1703 1797 763 321 853 278 449 401 376 339 577 180 308 291 271 228 148 78 219 156																																	
NIGHT OF 100 STARS(S) 202 A 26.4 39 2152 1677 780 276 878 260 456 411 424 360 533 136 268 245 254 240 134 68^ 132 92^																																	
1 MON. 8.00P 180 ABC GV 99																																	
8.00 - 8.30 A 23.8 35 1940 1737 723 260 821 240 418 368 370 359 516 146 266 239 236 226 171 84^ 229 133																																	
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9.00 - 9.30 A 27.1 39 2209 1737 803 298 904 284 478 427 436 360 523 122 245 235 248 250 156 73^ 154 109																																	
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10.30 - 11.00 A 26.2 43 2135 1533 805 259 891 251 451 419 442 368 515 129 262 234 245 233 78^ 42^ 49^ 44^																																	
NURSE 10 168 A 13.9 24 1133 1505 774 286 902 241 428 401 453 411 459 178^ 226 221 205^ 155^ 90^ 59^ 54^ 28^																																	
1 THU. 10.00P 60 CBS GD 91 B 16.2 28 1320 1543 796 261 909 250 463 415 440 372 436 147 230 219 202 164 111 71 87 66																																	
10.00 - 10.30 A 14.0 24 1141 1501 765 271 893 234 410 393 449 417 465 175^ 217 219 206^ 164^ 94^ 65^ 49^ 27^																																	
10.30 - 11.00 A 13.8 25 1125 1501 781 300 910 248 446 408 458 403 448 177^ 232 222 202^ 145^ 83^ 50^ 60^ 31^																																	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1982 REPORT

PROGRAM NAME					T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK-ING WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													
															MEN					TEENS (12-17)		CHILDREN (2-11)						
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11
EVENING CONT'D																												
60 MINUTES-CONT'D																												
7.00 - 7.30																												
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717 197 349 353 336 313																												
714 207 358 361 336 300																												
764 237 411 412 384 287																												
752 252 428 423 359 269																												
68 17^ 107 67																												
61 15^ 113 65																												
STRIKE FORCE																												
FRI. 10.00P 60 ABC OP 16 155 188																												
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A 13.0 23 1060																												
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1744 750 321																												
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1709 755 324																												
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A 13.0 23 1060																												
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794 317 553 476 418 189																												
702 223 461 454 390 182																												
185 79^ 107^ 89^																												
T.J. HOOKER																												
1 SAT. 8.00P 90 ABC OP 2 191 195																												
97 99																												
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A 24.4 43 1989																												
1967 716 286																												
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193 93^ 263 202																												
TAXI																												
THU. 9.30P 30 ABC CS 22 181 195																												
95 98																												
A 15.2 24 1239																												
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1617 648 327																												
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763 346 511 425 324 201																												
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B 18.7 28 1524																												
1931 752 279																												
1878 660 265																												
710 231 417 379 353 239																												
721 255 443 406 349 214																												
166 55^ 281 197																												
8.00 - 8.30																												
A 18.6 28 1516																												
1907 758 267																												
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A 21.8 32 1777																												
1941 744 289																												
786 231 480 420 377 279																												
687 234 421 351 317 243																												
199 80^ 269 190																												
THREE'S COMPANY																												
22 194 203																												
A 24.3 37 1980																												
1776 666 266																												
750 283 453 403 335 240																												
508 195 302 288 244 151																												
238 137 280 186																												
TLE. 9.00P 30 ABC CS 98 99																												
B 23.8 35 1940																												
1830 708 303																												
792 335 518 419 329 225																												
535 236 363 304 231 134																												
253 134 250 183																												
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SUN. 8.00P 60 ABC OP 19 196 199																												
99 99																												
A 15.4 23 1255																												
B 16.5 24 1345																												
1888 678 277																												
1923 707 303																												
775 257 446 442 355 209																												
775 285 499 462 400 211																												
180 63^ 281 194																												
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718 267 456 454 351 206																												
181 58^ 305 207																												
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A 16.3 24 1328																												
1841 671 276																												
709 210 427 427 383 229																												
700 243 431 423 357 214																												
175 65^ 257 182																												
TOO CLOSE FOR COMFORT																												
TUE. 9.30P 30 ABC CS 20 195 203																												
98 99																												
A 23.9 37 1948																												
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505 219 319 288 226 139																												
533 243 369 306 224 126																												
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TRAPPER JOHN, M.D.																												
SUN. 10.00P 60 CBS GD 19 193 195																												
99 99																												
A 20.9 35 1703																												
B 21.0 34 1712																												
1607 785 321																												
1599 789 315																												
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517 176 286 267 229 196																												
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1606 774 317																												
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10.30 - 11.00																												
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1602 792 321																												
873 290 470 417 374 344																												
535 225 308 285 209 181																												
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97 47^ 109 77																												
98 45^ 96 72^																												
20/20																												
THU. 10.00P 60 ABC DN 20 191 199																												
96 99																												
A 15.4 26 1255																												
B 15.3 26 1247																												
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609 218 372 347 290 186																												
10.00 - 10.30																												
A 15.4 26 1255																												
1445 673 263																												
712 241 439 413 361 220																												
633 224 382 352 298 205																												
10.30 - 11.00																												
A 15.3 27 1247																												
1506 699 269																												
733 235 447 428 381 230																												
680 232 429 416 344 198																												
51^ 20^ 45^ 29^																												
84 35 43 31																												
51^ 21^ 49^ 30^																												
51^ 17^ 42^ 28^																												
WALT DISNEY																												
1 SAT. 8.00P 60 CBS FV 23 181 198																												
96 99																												
A 13.2 23 1076																												
B 16.8 28 1369																												
1920 666 211																												
2203 680 250																												
709 209 376 350 292 298																												
747 282 469 417 333 229																												
626 258 421 388 295 159																												
138 83^ 556 359																												
192 82 638 385																												
8.00 - 8.30																												
A 13.0 23 1060																												
A 13.3 23 1084																												
1862 645 208																												
1986 647 225																												
687 194 352 352 298 294																												
699 232 391 364 284 272																												
528 188 321 312 260 171																												
8.30 - 9.00																												
A 13.4 23 1092																												
1923 751 199^																												
788 208^ 404 325 301 359																												
489 135^ 260 273 296 192^																												
123 69^ 534 333																												
152 88^ 607 391																												
137^ 91^ 509 346																												
WKRP IN CINCINNATI																												
2 WED. 9.00P 30 CBS CS 1 194																												
99																												
A 16.0 26 1304																												
B 16.0 26 1304																												
1654 791 346																												
1654 791 346																												
862 381 539 492 362 241																												
862 381 539 492 362 241																												
620 200 397 357 346 175^																												
53^ 30^ 119^ 95^																												
53 30 119 95																												

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES											TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
														TOTAL	18-34	WOMEN			MEN								TOTAL FEM.	TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													

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PROGRAM NAME					T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
WK #	DAY	START TIME	DUR	PROG. NET TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK-ING WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)			
														TOTAL	18-34	WOMEN		MEN		55+		TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11
LATE FRINGE CONT'D																													
CBS SUNDAY NEWS-OSGOOD					25	124 128	A	6.6	13	538	1383	833	310	893	285	465	420	343	396	395	177^	207^	187^	135^	147^	71^	24^	24^	
SUN. 11.00P 15 CBS N					72 72	B	6.7	14	546	1391	729	232	794	208	375	345	354	370	539	174	288	260	230	226^	42	19	16	13	
DAVID LETTERMAN I					28	187 188	A	3.1	16	253	1170	565	178^	585	241	344	249	234	205^	514	222^	388	304	229^	111^	55^	19^	LT	LT
1 M-TH 12.30A 30 NBC GV					94 94	B	3.2	16	261	1230	570	211	627	291	407	289	229	192	547	267	419	346	219	97	44	LT	LT	LT	
2 MON. 12.32A 30																													
2 TU-TH 12.30A 30																													
DAVID LETTERMAN II					28	187 188	A	2.4	15	196	985	500	189^	500	230^	286^	184^	163^	188^	454	178^	326	270^	215^	98^	LT	LT	LT	LT
1 M-W 1.00A 27 NBC GV					94 94	B	2.3	15	187	1056	478	205	540	287	363	219	167	158	480	234	372	304	196	71	29	LT	LT	LT	LT
2 THU. 1.00A 26																													
2 MON. 1.02A 30																													
2 TU & W 1.00A 30																													
FANTASY ISLAND-12.00					24	164 163	A	3.2	15	261	1157	521	226^	590	307^	456^	374^	275^	108^	537	303^	383^	153^	165^	154^	19^	19^	LT	LT
1 TUE. 12.00M 68 ABC A					93 92	B	3.3	16	269	1020	409	185	496	221	335	262	231	121	451	224	347	246	182	91	60	38	LT	LT	
2 TUE. 12.00M 69																													
12.00 - 12.30							A	3.8	15	310	1255	567	229^	638	257^	438	391	365^	148^	561	290^	378^	158^	175^	183^	36^	36^	20^	20^
12.30 - 1.00							A	2.9	15	236	1081	487^	224^	568	356^	487^	373^	212^	81^	513	309^	390^	156^	161^	123^	LT	LT	LT	LT
FRIDAYS					23	172 170	A	4.5	17	367	1431	444	258^	487	296^	446	331	181^	32^	575	401	505	369	169^	40^	352	115^	17^	17^
FRI. 12.00M 71 ABC GV					95 95	B	4.8	17	391	1473	469	234	545	284	454	327	229	69	626	398	545	403	202	53	267	130	35	32	
12.00 - 12.30							A	4.9	16	399	1441	472	251^	525	274^	461	356	230^	48^	564	369	457	372	185^	52^	334	97^	18^	18^
12.30 - 1.00							A	4.5	18	367	1422	425	278^	455	312^	438	310^	143^	17^	588	414	547	379	174^	32^	362	126^	17^	17^
FRIDAYS-PART 2					20	173 171	A	3.3	16	269	1312	419^	212^	453	335^	439^	309^	118^	LT	524	431^	501	298^	93^	LT	324^	126^	LT	LT
1 FRI. 1.11A 9 ABC GV					96 96	B	3.8	18	310	1287	419	240	479	289	431	281	175	37	581	397	543	382	177	19	213	107	LT	LT	
2 FRI. 1.11A 6																													
LATE MOVIE I					122	161 163	A	5.7	20	465	1256	583	237	669	220	461	408	361	162	525	219	361	299	227	131	49^	17^	13^	13^
1 MON. 11.30P 72 CBS FF					89 89	B	6.4	22	522	1343	650	263	741	294	505	427	357	177	521	229	370	325	243	112	61	29	20	16	
1 TUE. 11.30P 73																													
1 WED. 11.30P 71																													
2 MON. 11.30P 71																													
2 TUE. 11.30P 70																													
2 WED. 11.30P 76																													
11.30 12.00							A	5.9	18	481	1301	611	243	713	247	485	432	379	166	519	207	346	299	229	139	56^	25^	13^	13^
12.00 - 12.30							A	5.7	23	465	1230	565	232	650	209	451	391	351	159	523	229	368	288	214	129	44^	10^	13^	13^
LATE MOVIE II					122	162 163	A	4.7	28	383	1185	515	221	586	185	428	380	339	128^	551	245	366	313	232	131^	43^	16^	LT	LT
1 MON. 12.42A 46 CBS FF					89 89	B	4.4	25	359	1228	530	226	632	284	467	373	290	120	524	238	392	344	245	92	55	25	17	LT	
1 TUE. 12.43A 44																													
1 WED. 12.41A 42																													
2 MON. 12.41A 51																													
2 TUE. 12.40A 48																													
2 WED. 12.46A 46																													
12.30 - 1.00							A	4.2	23	342	1178	558^	266^	558^	185^	386^	430^	298^	128^	603^	156^	340^	280^	357^	179^	17^	17^	LT	LT
1.00 - 1.30							A	4.6	29	375	1179	504	224	581	184	424	370	333	131^	557	256	376	323	228	128^	41^	16^	LT	LT
LOVE BOAT-12.00					24	165 165	A	4.8	23	391	1151	473	263^	557	283^	369	284^	241^	140^	529	230^	378	322	240^	110^	65^	36^	LT	LT
1 WED. 12.00M 68 ABC CS					92 92	B	3.8	18	310	1210	527	220	613	283	401	306	258	151	489	254	367	270	176	100	94	45	LT	LT	
2 WED. 12.00M 69																													
12.00 - 12.30							A	5.0	20	408	1282	478	233^	554	258^	319	301	250^	149^	667	305	478	385	280^	162^	61^	34^	LT	LT
12.30 - 1.00							A	4.8	25	391	1130	501	309	598	327	434	298^	243^	144^	450	202^	330	287^	200^	74^	82^	41^	LT	LT

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WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)					
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM	TOTAL 6-11				
LATE FRINGE CONT'D																																
NBC LATE NIGHT MOVIE 23 57 58																																
1	SUN.	12.00M	122	NBC	FF		41	41	B	1.4	7	114	781^	262^176^	254^	97^	229^	229^	149^	11	510^	281^	431^	325^	220^	11	11	11	11			
2	SUN.	11.30P	103							B	1.8	7	147	656	292 104	309	121	202	173	147	103	323	170	244	179	116	58					
		11.30 - 12.00							A	1.7	6	139	2050	503^309^	503^	230^	445^	445^	252^	58^	1445^	576^	1121^	1165^	840^	57^	11	11	102^	102^		
		12.00 - 12.30							A	1.6	7	130	1246	484^207^	484^	93^	270^	362^	391^	122^	739^	446^	586^	255^	247^	153^	11	11	11	11		
		12.30 - 1.00							A	1.5	8	122	672^	263^189^	263^	82^	222^	222^	164^	41^	409^	270^	360^	196^	123^	49^	11	11	11	11		
		1.00 - 1.30							A	1.1	7	90	11	11 11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11		
		1.30 - 2.00							A	.9	8	73	11	11 11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11		
SATURDAY NIGHT 20 205 209																																
1	SAT.	11.30P	79	NBC	GV		97	99	A	7.3	22	595	1558	555 261	585	271	497	405	285	74^	589	334	500	418	238	54^	305	180^	79^	71^		
2	SAT.	11.30P	83						B	8.3	24	676	1550	509 264	578	285	433	319	236	116	670	379	544	426	251	82	239	115	63	57		
		11.30 - 12.00							A	8.0	21	652	1661	631 271	662	264	530	459	344	99^	583	326	484	407	228	63^	343	245	73^	63^		
		12.00 - 12.30							A	7.4	23	603	1463	511 252	538	264	468	369	255	70^	576	328	481	410	235	55^	260	134^	89^	77^		
		12.30 - 1.00							A	5.9	21	481	1378	437^169^	437^	347^	398^	263^	90^	39^	630	438^	528	414^	192^	48^	218^	105^	93^	93^		
SCTV NETWORK 21 185 188																																
FRI.	12.30A	86			NBC	GV	97	97	A	3.9	19	318	1107	528 230^	547	327^	386	318^	119^	142^	456	279^	377^	288^	133^	73^	104^	16^	11	11		
	12.30 - 1.00								B	3.4	16	277	1142	454 167	482	242	320	227	157	140	514	310	430	303	172	66	104	37	42	38		
	1.00 - 1.30								A	4.8	19	391	1225	634 281^	644	303^	399	374	188^	214^	469	261^	357	261^	141^	112^	112^	20^	11	11		
	1.30 - 2.00								A	3.9	19	318	1094	516 200^	528	371^	424	315^	78^	104^	449	279^	379	330^	129^	53^	117^	16^	11	11		
									A	2.9	19	236	890	335^174^	390^	309^	212^	47^	59^	432^	305^	407^	284^	127^	11	68^	11	11	11	11		
TONIGHT SHOW 119 209 207																																
1	M-F	11.30P	60	NBC	GV		99	99	A	7.0	23	571	1375	704 252	738	237	443	400	367	246	553	207	365	302	240	161	76^	21^	11	11		
									B	7.2	23	587	1356	667 218	714	232	389	345	318	272	557	217	358	313	244	160	65	21	20	14		
2 MON. 11.32P 60																																
2 TU-F 11.30P 60																																
		11.30 - 12.00							A	7.8	23	636	1418	727 266	762	240	445	410	380	261	570	205	367	313	249	176	81^	23^	11	11		
		12.00 - 12.30							A	6.2	23	505	1309	676 231	706	230	435	386	349	229	529	210	359	286	222	143	68^	18^	11	11		
VEGA\$-12.00 22 154 152																																
1	THU.	12.08A	68	ABC	PD		90	90	A	3.4	16	277	1144	443 162^	522	166^	367^	325^	316^	104^	596	195^	401^	393^	303^	137^	26^	26^	11	11		
2	THU.	12.00M	69						B	3.1	15	253	1103	441 172	499	188	324	264	235	134	550	230	409	333	252	109	42	20	11	11		
		12.00 - 12.30							A	3.6	14	293	1430	549 170^	613	174^	426	434	385^	111^	752	216^	492	502	424	181^	65^	65^	11	11		
		12.30 - 1.00							A	3.3	16	269	989	398^175^	476	153^	335^	279^	297^	97^	513	178^	345^	341^	253^	108^	11	11	11	11		
*WEEKDAY DAYTIME																																
ABC AFTERSCHOOL SPECIAL(S) 197																																
2	WED.	4.30P	60	ABC	FV		99		A	8.1	23	660	1491	623 182^	644	271^	434	373	270^	167^	331^	161^	247^	187^	125^	73^	229^	154^	287^	222^		
		4.30 - 5.00							A	10.2	26	831	1377	610 156^	657	232^	388	349	299	217^	278^	109^	175^	132^	127^	88^	241^	155^	201^	151^		
		5.00 - 5.30							B	8.0	28	652	1213	804 218	881	467	678	500	332	170	238	99	156	108	106	65^	50^	43^	44^	25^		
ABC DAYTIME NEWSBRIEF M-F 119 176 175																																
	M-F	1.57P	2	ABC	N		94	94	B	9.0	30	734	1297	815 231	904	457	660	488	316	207	233	113	168	128	93	50	89	64	71	27		
ALICE-M-F 116 158 158																																
	M-F	10.30A	30	CBS	CS		89	89	A	5.2	25	424	1587	726 203	803	337	497	395	354	243	386	156	229	173	158	140	64^	59^	334	114^		
									B	5.4	25	440	1432	637 168	714	332	464	379	279	200	315	128	179	121	127	121	111	55	292	124		
ALL MY CHILDREN 119 200 199																																
	M-F	1.00P	60	ABC	DD		99	98	A	8.7	30	709	1237	821 226	891	449	673	497	353	187	233	80^	137	102	112	81^	60^	52^	53^	29^		
		1.00 - 1.30							B	9.5	32	774	1295	810 232	893	439	643	475	326	214	238	105	160	124	98	63	92	67	72	28		
		1.30 - 2.00							A	8.2	28	668	1254	826 224	899	449	673	498	363	198	233	75^	129	95	113	90	62^	56^	60^	35^		
									A	9.1	31	742	1225	820 226	892	459	682	497	343	180	233	83	143	105	113	74^	58^	49^	42^	23^		
ANOTHER WORLD 113 204 203																																
	M-F	2.00P	60	NBC	DD		99	98	A	4.7	17	383	1300	937 243	1003	350	527	512	446	374	195	70^	86^	65^	70^	94^	39^	34^	63^	40^		
									B	4.7	16	383	1290	872 175	948	347	490	422	362	410	236	58	88	67	93	139	43	29	63	29		
CONT'D																																

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PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													TEENS (12-17)		CHILDREN (2-11)	
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM	TOTAL 6-11			
WEEKDAY DAYTIME CONT'D																														
ANOTHER WORLD-CONT'D																														
		2.00 - 2.30						A	4.7	17	383	1305	949	237	1015	352	527	512	449	386	193	65^	78^	66^	68^	99^	35^	32^	62^	39^
		2.30 - 3.00						A	4.7	17	383	1253	910	243	974	342	512	499	430	361	185	73^	89^	60^	65^	84^	39^	34^	55^	37^
AS THE WORLD TURNS																														
	M-F	1.30P	60	CBS	DD	99	99	A	7.6	27	619	1376	839	132	964	189	360	312	421	559	301	81^	105	66^	106	185	34^	29^	77^	27^
		1.30 - 2.00						B	7.5	26	611	1309	810	134	929	185	357	331	401	513	284	62	88	69	111	178	36	24	60	23
		2.00 - 2.30						A	7.3	25	595	1397	847	137	976	193	354	300	408	579	310	78^	99	64^	114	198	33^	28^	78^	30^
								A	7.8	28	636	1354	839	125	962	196	369	325	438	548	286	79^	104	63^	97	174	35^	32^	71^	23^
BATTLESTARS																														
	M-F	11.30A	30	NBC	QG	93	93	A	4.5	19	367	1322	779	196	834	175	300	283	338	466	357	61^	90^	100^	76^	242	40^	19^	91^	35^
								B	4.6	19	375	1346	815	187	859	182	315	305	366	468	357	81	141	120	116	205	50	19	80	41
BAY HILL GOLF CLASSIC-MON(S)																														
	1 MON.	4.30P	120	NBC	SE	71		A	3.9	9	318	1736	629^	239^	651^	101^	236^	229^	329^	365^	754	167^	339^	258^	384^	358^	66^	37^	265^	161^
		4.30 - 5.00						A	2.9	8	236	1275	414^	114^	414^	84^	144^	174^	297^	182^	352^	127^	127^	39^	123^	186^	145^	30^	364^	262^
		5.00 - 5.30						A	3.4	8	277	1848	595^	191^	595^	94^	220^	166^	281^	346^	805^	181^	427^	348^	443^	317^	47^	47^	401^	286^
		5.30 - 6.00						A	4.8	10	391	1900	690	246^	703	112^	275^	250^	369^	390^	843	169^	393^	297^	443^	406^	69^	69^	285^	165^
		6.00 - 6.30						A	4.5	8	367	1730	717	341^	769	92^	244^	280^	343^	469^	863	171^	339^	280^	432^	450^	19^	17^	79^	17^
BLOCKBUSTERS																														
	M-F	10.30A	30	NBC	QG	80	80	A	3.0	14	245	1420	882	220^	935	221^	375	388	346	494	327	53^	98^	94^	135^	204^	17	17	143^	29^
								B	3.6	17	293	1343	823	167	867	223	351	348	352	448	336	74	153	151	144	162	45	19	95	41
CAPTAIN KANGAROO																														
	M-F	6.30A	30	CBS	C	69	69	A	<<			LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
								B	.5	5	41	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
DAYS OF OUR LIVES																														
	M-F	1.00P	60	NBC	DD	99	99	A	5.6	19	456	1368	901	208	972	314	481	481	443	411	237	63^	103^	111^	114^	104^	65^	52^	94^	53^
		1.00 - 1.30						B	5.5	19	448	1373	893	170	983	351	466	425	376	440	268	67	107	87	122	147	57	38	65	35
		1.30 - 2.00						A	5.5	19	448	1326	887	207	950	298	461	459	436	411	231	58^	97^	105^	112^	105^	65^	54^	80^	41^
								A	5.8	20	473	1368	888	204	965	318	482	493	439	398	238	66^	105^	117^	116^	101^	63^	48^	102^	60^
DOCTORS																														
	M-F	12.30P	30	NBC	DD	88	88	A	3.6	13	293	1304	856	218	938	296	402	406	349	443	268	55^	103^	103^	110^	144^	44^	17^	54^	20^
								B	3.4	13	277	1314	848	178	924	328	428	363	338	443	275	68	102	87	120	163	51	23	64	30
EDGE OF NIGHT																														
	M-F	4.00P	30	ABC	DD	82	80	A	4.7	14	383	1376	705	154	785	291	459	391	335	275	326	128^	195	148^	128^	120^	150^	126^	115^	52^
								B	5.1	15	416	1374	724	238	835	342	510	411	331	280	264	113	165	119	108	91	152	131	123	70
FAMILY FEUD																														
	M-F	12.00N	30	ABC	QP	92	91	A	6.2	23	505	1255	773	199	810	269	463	406	434	312	267	75^	134	126	137	120	69^	63^	109^	43^
								B	6.7	25	546	1318	729	185	793	291	442	350	340	310	315	100	170	143	132	131	79	51	131	55
GENERAL HOSPITAL																														
	M-F	3.00P	60	ABC	DD	99	99	A	10.0	32	815	1317	783	200	843	425	599	430	289	206	211	86	127	76	67^	79	154	123	109	81
		3.00 - 3.30						B	11.4	36	929	1335	765	207	852	426	605	445	299	211	201	89	127	85	71	65	178	134	104	68
		3.30 - 4.00						A	9.8	33	799	1292	787	205	847	429	606	433	292	204	204	82	120	70^	62^	79	141	113	100	77
								A	10.2	32	831	1321	777	195	833	420	590	425	284	206	210	84	128	82	68^	77	165	129	113	83
GOOD MORNING, AMERICA-730																														
	M-F	7.30A	30	ABC	N	99	99	A	5.6	28	456	1336	807	218	845	195	364	366	422	429	378	51^	110^	136	230	207	45^	13^	68^	50^
								B	5.4	29	440	1343	791	208	809	201	380	374	391	366	416	94	151	149	208	210	38	13	80	45
GOOD MORNING, AMERICA-830																														
	M-F	8.30A	30	ABC	N	98	98	A	5.3	25	432	1215	776	165	829	197	375	370	451	403	337	74^	132^	97^	166	189	17	17	40^	14^
								B	5.6	27	456	1213	779	178	805	183	363	367	413	383	336	65	125	122	163	178	20	17	52	16
GUIDING LIGHT																														
	M-F	3.00P	60	CBS	DD	99	99	A	7.7	25	628	1377	840	128	960	209	435	410	463	474	239	76^	115	83^	101	116	95	68^	83^	44^
		3.00 - 3.30						B	8.1	25	660	1339	803	147	932	220	421	399	442	439	240	71	106	86	94	120	83	58	84	49
		3.30 - 4.00						A	7.5	25	611	1368	842	125	965	210	433	412	458	481	239	78^	114	82^	97	117	93^	68^	71^	32^
								A	7.8	24	636	1392	843	126	966	206	441	419	477	474	236	78^	117	82^	97	114	97	69^	93	52^
LOVE BOAT DAYTIME CONT'D																														
								A	5.9	26	481	1277	706	218	738	327	506	435	368	193	235	100^	153	115^	113^	69^	153	137	151	79^

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE		WK 1	WK 2		KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)								
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11							
WEEKDAY DAYTIME CONT'D																																			
TODAY SHOW-7.30AM										118	212	212	A	4.8	24	391	1271	739	227	762	180	312	283	308	415	351	34v	95^108^	185	240	81^	51^	77^	47^	
M-F 7.30A 30 NBC N										99	99		B	4.7	25	383	1309	716	205	740	164	289	280	338	396	452	85	165	177	212	257	42	18	75	44
TODAY SHOW-8.30AM										118	212	212	A	5.2	25	424	1358	821	224	878	200	356	353	365	461	396	76^	146	148	176	224	15v	LT	69^	33v
M-F 8.30A 30 NBC N										99	99		B	5.3	25	432	1257	764	151	796	151	269	260	333	479	399	66	126	125	178	254	15	LT	47	22
WHEEL OF FORTUNE										116	182	183	A	5.1	23	416	1332	832	192	881	168	361	376	390	457	322	65^	86^	81^	84^212	23v	19v	106^	43^	
M-F 11.00A 30 NBC QG										93	93		B	5.2	23	424	1303	825	156	868	193	342	356	379	444	318	84	128	115	112	169	39	21	78	39
YOUNG AND THE RESTLESS										117	194	195	A	7.4	28	603	1420	891	162	988	267	498	406	427	440	321	108	156	136	129	131	31^	22v	80^	36^
M-F 12.30P 60 CBS DD										99	99		B	7.5	28	611	1284	788	144	919	270	474	386	392	390	256	81	115	90	95	123	39	27	70	32
12.30 - 1.00													A	7.3	28	595	1427	882	166	979	271	519	428	428	410	340	119	168	139	129	140	26^	18v	82^	41^
1.00 - 1.30													A	7.5	28	611	1390	895	161	992	261	475	385	425	465	296	98	142	128	122	120	27^	23v	75^	31^
WEEKEND DAYTIME																																			
ABC WEEKEND SPECIALS										17	177	177	A	6.1	22	497	1567	285	149^	384	213^	275	146^	94^100^	226^140^	204^169^	64^	22v	309	171^	648	407			
SAT. 12.00N 30 ABC FV										93	93		B	6.0	20	489	1646	345	150	421	217	312	194	132	102	298	154	224	178	103	59	244	116	683	442
ABC WIDE WORLD-SPORTS SAT										14	197	200	A	9.1	21	742	1546	606	214	640	206	360	349	318	207	675	224	420	407	342	199	109^	39v	122^	75^
SAT. 5.00P 90 ABC SA										99	98		B	10.6	23	864	1626	534	194	606	179	330	293	299	229	741	278	465	422	353	222	115	43	164	112
5.00 - 5.30													A	9.1	23	742	1418	563	220	598	180	341	332	316	196	613	193	349	332	312	209	117^	52^	90^	69^
5.30 - 6.00													A	9.3	22	758	1492	608	204	637	188	352	358	343	204	648	224	407	389	319	186	114^	39v	93^	61^
6.00 - 6.30													A	8.9	19	725	1737	648	214	689	253	396	361	297	222	769	255	509	502	398	206	95^	25v	184	100^
ABC WIDE WORLD-SPORTS SUN										7	191	193	A	9.6	22	782	1500	507	178	540	195	307	279	232	200	747	267	512	490	374	177	66^	23v	147^	117^
SLN. 4.30P 90 ABC SA 98 98																																			
4.30 - 5.00													B	10.2	23	831	1572	517	215	558	187	348	313	279	169	729	272	492	454	369	178	111	38	174	136
5.00 - 5.30													A	8.4	20	685	1629	523	169^	562	207	326	307	266	185	808	285	531	505	413	184	110^	41v	149^	130^
5.30 - 6.00													A	9.9	23	807	1450	469	180	499	193	303	268	219	168	751	272	547	519	385	163	55^	22v	145^	104^
5.30 - 6.00													A	10.4	23	848	1453	531	184	561	191	298	270	218	237	700	248	463	454	333	187	47^	9v	145	116^
AMERICAN BANDSTAND '82										16	162	163	A	4.4	15	359	1571	538	239^	668	383	481	282^	129^187^	370	186^	297^212^	140^	55v	215^109^	318^	237^			
SAT. 12.30P 60 ABC PC										83	83		B	4.9	15	399	1593	501	240	613	328	433	268	159	170	357	201	266	191	120	72	241	136	382	253
12.30 - 1.00													A	4.2	15	342	1532	515	225^	620	378	456	263^	104^164^	341^180^	263^167^	106^	78v	202^	99^	369	281^			
1.00 - 1.30													A	4.6	16	375	1592	545	253^	708	392	503	295^	144^205^	387	190^	323	245^	165^	32v	222^112^	275^	203^		
BETCHA DON'T KNOW-8:28AM										11	176	174	A	5.3	32	432	1669	191^126^	191^	95^	167^143^	72^	24v	185^	27v	137^163^	136^	22v	110^	57v	1183	542			
SAT. 8.28A 2 NBC CN										95	95		B	4.3	28	350	1758	205	124	243	137	186	130	86	53	173	76	129	99	74	39	137	48	1205	646
BETCHA DON'T KNOW-9:28AM										11	209	209	A	9.2	39	750	1733	246	117^	248	96^	184	160^	107^	55^	201	66^	139^125^	95^	40v	172	104^	1112	596	
SAT. 9.28A 2 NBC CN										99	99		B	9.1	41	742	1710	216	113	229	132	190	126	77	36	176	82	139	114	65	31	151	79	1154	678
BETCHA DON'T KNOW-10:28AM										11	200	200	A	6.1	24	497	1791	304	154^	314	117^	233^195^	141^	65^	235^	86^	158^140^	115^	34v	177^106^	1065	560			
SAT. 10.28A 2 NBC CN										97	97		B	5.5	21	448	1606	241	115	295	169	223	133	83	59	167	84	121	86	54	38	139	52	1005	542
BETCHA DON'T KNOW-11:58AM										10	184	181	A	4.2	15	342	1675	326^	76v	343^169^	228^161^	111^	98^	311^151^	239^157^	109^	72v	274^126^	747	336^					
SAT. 11.58A 2 NBC CN										93	93		B	4.8	17	391	1603	267	89	306	167	212	141	82	80	306	179	250	180	89	56	198	82	793	395
BETCHA DON'T KNOW-12:28PM										11	158	174	A	5.0	18	408	1721	345	99^	391	129^	234^191^	169^145^	384	205^	285^184^	144^	68v	231^114^	715	328				
SAT. 12.28P 2 NBC CN										78	91		B	5.3	17	432	1627	292	135	345	160	230	161	128	109	373	210	278	176	107	85	207	80	702	354
BLACKSTAR(B)										158			A	4.8	17	391	1396	308^	77v	387^145v	253^128v	144^134v	462^330^	330^218^	43v132v	109v	23v	438^	60v						
2 SAT. 11.30A 30 CBS CA										79																									
BLACKSTAR(B)										156			A	6.0	22	489	1757	347^139^	451^241^	327^286^	154^105v	288^172^	228^206^	76v	47v	356^113v	662	270^							
1 SAT. 11.30A 30 CBS CA										78																									

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																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															
WK #	DAY	START TIME	DUR	NET	PROG. TYPE		WK 1	WK 2		K F Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	ING	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)		
																		TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11
WEEKEND DAYTIME CONT'D																															
BUGS BUNNY/ROAD RUNNER 1 14 190 172 A 5.8 24 473 1729 304 162^ 403 237^ 303 196^ 114^ 88^ 299 218^ 245^ 166^ 65^ 35^ 265 73^ 762 321																															
SAT. 9.30A 30 CBS CA 96 85 B 6.2 25 505 1605 319 140 358 171 231 159 142 98 302 173 216 173 101 55 190 73 755 381																															
BUGS BUNNY/ROAD RUNNER 2 15 190 172 A 6.6 25 538 1680 298 183^ 378 202^ 294 210^ 144^ 64^ 344 213^ 280 228 123^ 34^ 300 128^ 658 290																															
SAT. 10.00A 30 CBS CA 96 85 B 7.6 29 619 1655 332 150 376 175 250 168 156 106 354 187 256 212 140 58 219 95 706 360																															
BUGS BUNNY/ROAD RUNNER 3 15 190 172 A 7.1 26 579 1637 346 195^ 438 204^ 327 256 180^ 83^ 435 260 340 265 143^ 55^ 219 104^ 545 217																															
SAT. 10.30A 30 CBS CA 96 85 B 8.0 29 652 1648 336 152 394 194 272 164 152 111 371 219 283 221 120 58 213 106 670 344																															
BUGS BUNNY/ROAD RUNNER 4 15 175 172 A 6.6 24 538 1714 320 174^ 417 213^ 278 207^ 130^ 119^ 411 279 342 247 93^ 60^ 362 69^ 524 137^																															
SAT. 11.00A 30 CBS CA 85 85 B 8.6 30 701 1724 364 152 426 228 307 186 136 107 380 235 292 207 102 73 231 100 687 353																															
BULLWINKLE 24 131 146 A 4.5 16 367 1267 240^ 68^ 343 196^ 272^ 144^ 125^ 57^ 185^ 76^ 95^ 81^ 78^ 71^ 174^ 87^ 565 264^																															
SAT. 12.30P 30 NBC CA 71 85 B 3.8 13 310 1475 278 101 329 165 215 130 102 102 324 165 217 159 100 90 179 92 643 320																															
CBS NCAA BSKBL CHAMP-SA-1 2 177 198 A 7.9 27 644 1396 370 161^ 395 129^ 241 208 170^ 138^ 796 320 465 436 342 258 63^ 28^ 142^ 78^																															
1 SAT. 12.00N 120 CBS SE 85 99 B 7.9 27 644 1396 370 161 395 129 241 208 170 138 796 320 465 436 342 258 63 28 142 78																															
2 SAT. 12.30P 137																															
12.00 - 12.30 A 5.5 19 448 1654 505^ 159^ 542 248^ 357^ 306^ 170^ 169^ 574 268^ 364^ 273^ 182^ 192^ 120^ 44^ 418^ 201^																															
12.30 - 1.00 A 6.1 22 497 1431 348 141^ 358 127^ 219^ 194^ 146^ 120^ 800 345 465 451 332 258 72^ 42^ 201^ 115^																															
1.00 - 1.30 A 7.9 27 644 1402 369 156^ 387 129^ 247 219 177^ 126^ 800 301 437 433 376 273 58^ 23^ 157^ 88^																															
1.30 - 2.00 A 9.1 30 742 1462 387 159^ 427 115^ 245 210 199 166 852 335 487 446 362 307 59^ 33^ 124^ 76^																															
2.00 - 2.30 A 10.2 33 831 1184 335 189^ 348 95^ 203^ 177^ 160^ 124^ 819 328 508 462 357 230^ 17^ 17^ LT LT																															
CBS NCAA BSKBL CHAMP-SA-2 2 200 200 A 8.5 25 693 1367 326 120^ 363 88^ 192 187 172^ 147^ 827 423 577 435 279 211 95^ 33^ 82^ 60^																															
1 SAT. 2.00P 145 CBS SE 99 99 B 8.5 25 693 1367 326 120 363 88 192 187 172 147 827 423 577 435 279 211 95 33 82 60																															
2 SAT. 2.47P 133																															
2.00 - 2.30 A 7.9 26 644 1638 439 75^ 524 108^ 293^ 249^ 267^ 210^ 781 314^ 442 335^ 321^ 273^ 109^ 71^ 224^ 162^																															
2.30 - 3.00 A 7.6 23 619 1628 376 81^ 470 84^ 224^ 219^ 210^ 228^ 967 541 671 459 296^ 226^ 82^ 48^ 109^ 78^																															
3.00 - 3.30 A 8.9 27 725 1327 326 133^ 364 96^ 202 203 168 136^ 831 417 581 466 289 195 93^ 27^ 39^ 19^																															
3.30 - 4.00 A 9.2 26 750 1329 327 133^ 355 97^ 208 214 175 121^ 787 423 554 404 246 198 133^ 38^ 54^ 34^																															
4.00 - 4.30 A 8.8 25 717 1350 287 118^ 313 79^ 164^ 172 158^ 122^ 837 458 617 453 257 207 98^ 25^ 102^ 81^																															
4.30 - 5.00 A 6.6 18 538 1249 261^ 116^ 270^ 70^ 88^ 54^ 86^ 162^ 893 422^ 655 513 344^ 238^ 9^ 9^ 77^ 77^																															
CBS NCAA BSKBL CHAMP-SA-3 1 223 A 11.3 28 921 1635 402 133^ 466 134^ 250^ 281 229^ 167^ 894 387 582 460 396 248^ 125^ 53^ 150^ 111^																															
1 SAT. 4.25P 125 CBS SE 99 B 11.3 28 921 1635 402 133 466 134 250 281 229 167 894 387 582 460 396 248 125 53 150 111																															
4.30 - 5.00 A 10.2 28 831 1502 338 140^ 375 114^ 223^ 261^ 225^ 111^ 870 404 590 449 380 241^ 112^ 40^ 145^ 115^																															
5.00 - 5.30 A 11.2 28 913 1612 356 128^ 410 126^ 223^ 266 208^ 134^ 946 430 625 466 413 253^ 92^ 31^ 164^ 120^																															
5.30 - 6.00 A 11.9 29 970 1653 391 111^ 443 117^ 228^ 274 230^ 156^ 888 352 540 452 426 263 151^ 67^ 171^ 117^																															
6.00 - 6.30 A 12.1 27 986 1763 515 144^ 608 171^ 307 315 243 254 892 365 587 492 384 238^ 140^ 73^ 123^ 98^																															
CBS NCAA BSKBL CHAMP-SU-1 2 198 197 A 10.2 29 831 1628 426 203 457 168 285 256 203 146 891 398 632 521 408 197 165 43^ 115^ 79^																															
1 SUN. 2.13P 133 CBS SE 99 99 B 10.2 29 831 1628 426 203 457 168 285 256 203 146 891 398 632 521 408 197 165 43 115 79																															
2 SUN. 12.00N 137																															
12.00 - 12.30 A 7.6 26 619 1544 399 204^ 468 224^ 277^ 176^ 145^ 173^ 811 395 571 392 354^ 190^ 204^ 68^ 61^ 61^																															
12.30 - 1.00 A 9.7 31 791 1603 346 200^ 389 178^ 235^ 184^ 145^ 127^ 930 469 682 470 386 195^ 225^ 57^ 59^ 43^																															
1.00 - 1.30 A 10.1 30 823 1565 342 162^ 370 128^ 172^ 151^ 150^ 162^ 950 369 624 543 496 227^ 205^ 51^ 40^ 29^																															
1.30 - 2.00 A 11.0 30 897 1547 370 178^ 390 121^ 178^ 177^ 177^ 170^ 927 312 571 548 522 226^ 166^ 47^ 64^ 27^																															
2.30 - 3.00 A 9.7 27 791 1604 441 248^ 485 138^ 351 335 263^ 119^ 821 421 617 494 334 170^ 135^ 34^ 163^ 113^																															
3.00 - 3.30 A 11.1 30 905 1714 493 224^ 507 174^ 337 315 228^ 153^ 878 410 660 536 374 187^ 153^ 42^ 176^ 126^																															
3.30 - 4.00 A 12.1 31 986 1736 497 203^ 523 191^ 349 321 243 151^ 900 403 669 569 396 195^ 135^ 33^ 178^ 130^																															
4.00 - 4.30 A 11.7 29 954 1719 482 188^ 512 206^ 357 333 223^ 136^ 895 409 677 571 386 187^ 137^ 30^ 175^ 116^																															
CBS NCAA BSKBL CHAMP-SU-2 2 195 197 A 11.8 28 962 1532 435 192 460 136 273 251 238 163 861 324 563 530 442 232 120^ 28^ 91^ 62^																															
1 SUN. 4.26P 128 CBS SE 99 99 B 11.8 28 962 1532 435 192 460 136 273 251 238 163 861 324 563 530 442 232 120 28 91 62																															
CONT'D																															

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1982 REPORT

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
												VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
WK #	DAY	START TIME	DUR	PROG. NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK- ING WOM.	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11
WEEKEND DAYTIME CONT'D																																		
CBS NCAA BSKBL CHA-CONT'D																																		
2 SUN. 2.17P 136																																		
2.30 - 3.00																																		
3.00 - 3.30																																		
3.30 - 4.00																																		
4.00 - 4.30																																		
4.30 - 5.00																																		
5.00 - 5.30																																		
5.30 - 6.00																																		
6.00 - 6.30																																		
DAFFY/SPEEDY SHOW																																		
SAT. 12.00N 30 NBC CA 19 158 174 78 91																																		
DEAR ALEX & ANNIE-10.56AM																																		
SAT. 10.56A 3 ABC CN 7 197 197 99 99																																		
DEAR ALEX & ANNIE-11.25AM																																		
SUN. 11.25A 4 ABC CN 24 123 123 82 82																																		
FACE THE NATION																																		
SUN. 11.30A 30 CBS CC 25 122 131 82 81																																		
FLINTSTONE'S COMEDY SHW2																																		
SAT. 8.00A 30 NBC CA 26 176 174 95 95																																		
FONZ AND HAPPY DAYS GANG																																		
SAT. 11.00A 30 ABC CA 7 194 192 98 98																																		
GOLDIE GOLD/ACTION JACK																																		
SAT. 9.00A 30 ABC CA 7 195 194 99 99																																		
HEATHCLIFF & MARMADUKE																																		
SAT. 11.30A 30 ABC CA 7 188 186 96 96																																		
IN THE NEWS- 8.26AM																																		
SAT. 8.26A 3 CBS CN 26 191 185 94 94																																		
IN THE NEWS- 8.56AM																																		
SAT. 8.56A 3 CBS CN 26 191 190 99 99																																		
IN THE NEWS- 9.26AM																																		
SAT. 9.26A 3 CBS CN 26 191 191 99 99																																		
IN THE NEWS-9.56AM																																		
SAT. 9.56A 3 CBS CN 25 190 172 96 85																																		
IN THE NEWS-11.56AM(B)																																		
1 SAT. 11.56A 3 CBS CN 156 78																																		
IN THE NEWS-11.56AM(B)																																		
2 SAT. 11.56A 3 CBS CN 158 79																																		
IN THE NEWS-12.26PM																																		
2 SAT. 12.26P 3 CBS CN 24 130 73																																		

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #		START TIME		DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11					
WEEKEND DAYTIME CONT'D																																	
SPORTSWORLD						10	191	190	A	6.2	16	505	1477	343	114^	467	208^	297	221^	163^	147^	838	308	525	482	362	251	47v	14v	125^	9v^		
1 SUN.		1.00P		124	NBC SA		96	96	B	7.3	18	595	1580	456	213	535	186	341	284	247	164	831	280	528	495	422	232	80	15	134	105		
		& 5.00P		60																													
2 SUN.		4.00P		90																													
		1.00 - 1.30							A	4.7	16	383	1496	322	104v	523^	211^	229^	175^	141v	234^	876	246^	599^	532^	479^	217^	LT	LT	97v	97v		
		1.30 - 2.00							A	5.4	17	440	1543	250^	94v	496^	267^	311^	176^	124v	156^	746	271^	516^	399^	389^	199^	133v	LT	168^	123v		
		2.00 - 2.30							A	4.5	13	367	1387	204^	96v	430^	224^	272^	184^	91v	135v	687	269^	449^	367^	305^	201^	85v	LT	185^	112v		
		2.30 - 3.00							A	5.7	16	465	1557	260^	149^	497^	250^	307^	210^	124v	160^	741	255^	459^	397^	364^	238^	58v	LT	261^	161^		
		4.00 - 4.30							A	7.2	18	587	1555	455	140^	501	193^	371^	280^	244^	126^	904	304^	526	559	418	278^	76v	42v	74v	62v		
		4.30 - 5.00							A	10.9	27	888	1554	412	149^	450	197^	335	262^	201^	107^	987	364	633	660	488	261^	24v	24v	93^	74^		
		5.00 - 5.30							A	6.4	15	522	1458	375	116^	454	174^	288	246	194^	140^	852	341	545	501	372	249	31v	19v	121^	106^		
		5.30 - 6.00							A	4.9	11	399	1140	263^	LT	398^	210^	210^	130v	42v	165^	692	283^	318^	174^	133v	344^	LT	LT	50v	50v		
SUNDAY MORNING																																	
SUN.		9.00A		90	CBS N		26	156	155	A	4.6	21	375	1413	549	166^	576	147^	240^	253^	237^	315^	658	243^	360	331	311^	223^	48v	32v	131^	64v	
		9.00 - 9.30					91	91	B	4.9	23	399	1484	622	220	647	177	272	264	282	338	630	238	346	328	300	223	49	18	158	90		
		9.30 - 10.00							A	3.8	20	310	1539	575	152^	626	168^	262^	288^	209^	338^	709	238^	368^	340^	353^	263^	35v	19v	169^	61v		
		10.00 - 10.30							A	4.9	22	399	1393	530	151^	557	124^	231^	256^	262^	301^	677	286^	396	375	304	196^	56v	37v	103^	55v		
									A	5.1	21	416	1327	550	195^	560	154^	234^	231^	239^	309	607	205^	323	289^	296	217^	40v	28v	120^	67v		
SUPERFRIENDS						26	187	189	A	4.6	29	375	1507	168^	LT	168^	77v	136^	136^	91^	32v	72v	45v	45v	45v	27v	27v	131^	LT	1136	598		
SAT.		8.00A		30	ABC CA		94	95	B	3.5	23	285	1514	201	57	221	110	162	128	77	52	197	113	163	124	58	32	137	28	959	531		
SJPERSTARS																																	
1 SUN.		2.30P		60	ABC SE		9	174	182	A	4.5	12	367	1632	499	130^	529	147^	273^	269^	248^	196^	716	206^	452	470	437	171^	237^	116^	150^	150^	
							93	94	B	6.4	17	522	1594	534	166	575	172	361	351	314	169	644	224	397	391	326	173	203	79	172	145		
2 SUN.		2.15P		75																													
		2.30 - 3.00							A	3.9	10	318	1613	493	167^	544	157^	270^	255^	214^	223^	701	219^	424	431	397	191^	239^	110^	129^	129^		
		3.00 - 3.30							A	5.3	14	432	1694	507	100^	530	146^	297	291	285	171^	747	186^	490	532	498	149^	248^	129^	169^	169^		
TARZAN/L.RANGER/ZORRO HR1						15	191	190	A	3.9	18	318	1305	246^	41v	277^	76v	107^	107^	54v	147^	113^	60v	79v	82v	38v	15v	166^	34v	749	356^		
SAT.		8.30A		30	CBS CA		99	99	B	3.6	19	293	1511	246	91	274	111	176	131	118	79	226	93	151	136	106	57	209	59	802	418		
TARZAN/L.RANGER/ZORRO HR2						15	191	191	A	4.7	20	383	1572	241^	82^	338	200^	255^	167^	69v	69v	159^	87^	112^	123^	67v	17v	236^	54v	839	413		
SAT.		9.00A		30	CBS CA		99	99	B	4.6	20	375	1553	284	94	328	149	199	127	132	108	274	134	179	154	113	72	208	58	743	392		
THIS WEEK-DAVID BRINKLEY																																	
SUN.		11.30A		60	ABC N		17	167	168	A	3.6	13	293	1307	530	188^	584	99v	171^	229^	284^	324^	570	125^	229^	263^	229^	307^	27v	20v	126^	113^	
		11.30 - 12.00					91	91	B	3.7	12	302	1416	579	169	616	138	234	225	239	338	659	189	291	272	281	318	42	20	99	65		
		12.00 - 12.30							A	3.4	13	277	1274	535	213^	603	154^	213^	264^	264^	293^	514	128^	264^	279	223^	235^	24v	18v	133^	108v		
									A	3.8	13	310	1300	507	171^	549	42v	120^	183^	290^	353^	616	125^	194^	245^	230^	371^	22v	16v	113^	113^		
THUNDARR THE BARBARIAN						7	193	193	A	4.2	19	342	1696	242^	69v	257^	99^	211^	158^	149^	46v	181^	157^	157^	127^	24v	24v	295^	73v	963	507		
SAT.		8.30A		30	ABC CA		98	98	B	4.2	20	342	1559	245	69	254	105	172	127	99	74	198	131	167	137	55	31	203	47	904	517		
TOURN. PLAYERS CHAMP-SAT.(S)						169			A	6.3	17	513	1261	378	123^	470	80v	144^	74v	193^	316^	761	242^	396^	357^	326^	348^	LT	LT	30v	30v		
2 SAT.		5.00P		60	CBS SE			93																									
		5.00 - 5.30							A	5.9	16	481	1198	327^	132^	416^	87v	154^	81v	197^	248^	735	235^	376^	327^	325^	342^	LT	LT	47v	47v		
		5.30 - 6.00							A	6.6	18	538	1322	426^	116^	519	72v	134^	67v	190^	380^	792	251^	417^	388^	330^	357^	LT	LT	11v	11v		
TOURN. PLAYERS CHAMP-SUN.(S)						190			A	8.2	18	668	1244	429	191^	444	83v	180^	199^	238^	220^	683	163^	317^	351^	348^	290^	99^	13v	18v	9v		
2 SUN.		4.33P		117	CBS SE			98																									
		4.30 - 5.00							A	7.6	19	619	1268	362^	164^	393	80v	159^	146^	225^	195^	753	168^	355^	373^	409	336^	106^	28v	16v	LT		
		5.00 - 5.30							A	7.9	18	644	1261	416	204^	416	75v	167^	191^	237^	203^	732	168^	348^	380	368	313^	105^	9v	8v	LT		
		5.30 - 6.00							A	9.7	22	791	1178	453	210^	453	68v	196^	214^	268^	216^	643	150^	301	315	217	285^	82^	LT	LT	LT		
		6.00 - 6.30							A	7.4	15	603	1308	485	183^	509	110^	195^	239^	213^	270^	627	174^	279^	348^	310^	235^	115^	23v	57v	40v		
TROLLKINS						13		130	A	2.8	9	228	1211	211v	LT	211v	32v	84v	52v	87v	127v	549^	194v	343^	343^	284^	206v	34v	34v	417^	58v		
2 SAT.		12.00N		30	CBS CA			73	B	5.0	16	408	1595	315	184	393	225	307	164	136	75	322	171	239	185	119	70	169	91	711	376		

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY HOUSE	WORK- OF WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)				
									%	%	(0,000)	(2+)		TOTAL	18- 34	WOMEN				MEN				TOTAL FEM.	TOTAL 6-11						
																18- 49	25- 54	35- 64	55+		18- 49	25- 54	35- 64	55+							
WEEKEND DAYTIME CONT'D																															
USA	VS-WRLD-OLYMPIC	SPTS	7	183	186	A			6.8	17	554	1588	493	204^	532	188^	309	278	265	168^	696	219	422	451	396	156^	191^	108^	169^	134^	
	SUN.	3.30P	60	ABC	SE	B			7.9	20	644	1572	498	189	528	174	326	305	264	159	716	261	443	429	361	179	163	67	165	122	
		3.30 -				A			6.0	15	489	1656	547	206^	586	189^	339	319	313	171^	724	197^	432	497	455	163^	188^	115^	158^	125^	
		4.00 -				A			7.7	19	628	1508	438	194	478	179^	277	237	223	165^	662	233	410	407	343	147^	191^	102^	177^	138^	

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{																
	ABC TV	{																
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{																
	CBS TV	{																
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{																
	NBC TV	{																
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{																
	ABC TV	{																
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{																
	CBS TV	{																
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{																
	NBC TV	{																
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{																
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	62.5	63.3	63.5	65.3	66.7	68.6	70.1	71.5	70.2	70.3	68.9	67.6	64.5	63.3	61.9	60.0
		WK. 2	61.2	63.4	63.6	65.1	65.7	67.1	67.9	69.1	68.1	68.7	68.3	68.3	66.6	65.4	63.4	61.3

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					19,150 23.5		16,790 20.6		20,950 25.7		20,620 25.3		22,330 27.4			
	ABC TV					HAPPY DAYS (R)		LAVERNE & SHIRLEY		THREE'S COMPANY		TOO CLOSE FOR COMFORT (OP)				HART TO HART	
	AVERAGE AUDIENCE (Households (000) & %)					16,060 19.7		15,490 19.0		18,750 23.0		18,990 23.3		18,010 22.1		21.8*	22.4*
	SHARE OF AUDIENCE %					31		29		35		36		38		36 *	39 *
W E E K 2	AVG. AUD. BY ¼ HR.					18.7	20.6	19.0	19.0	22.1	23.9	23.4	23.3	21.5	22.0	22.7	22.1
	TOTAL AUDIENCE (Households (000) & %)					12,060 14.8				17,770 21.8							
	CBS TV							SIMON & SIMON(B) (OP)									
	AVERAGE AUDIENCE (Households (000) & %)					9,050 11.1				11,170 13.7							
W E E K 1	SHARE OF AUDIENCE %					17	17 *			22	20 *						
	AVG. AUD. BY ¼ HR.					11.1	10.7	11.3	11.4	13.3	13.1	13.5	13.4	14.5	14.6	14.0	13.5
	TOTAL AUDIENCE (Households (000) & %)					21,520 26.4								11,900 14.6			
	NBC TV									BRET MAVERICK (R)(SUS OP)(OP)						BARBARA MANDRELL (R)	
W E E K 1	AVERAGE AUDIENCE (Households (000) & %)					13,280 16.3	14.8*		16.1*		17.5*		16.9*	8,390 10.3	10.9*		9.6*
	SHARE OF AUDIENCE %					25	23 *		25 *		26 *		26 *	17	18 *		17 *
	AVG. AUD. BY ¼ HR.					14.8	14.7	16.1	16.0	17.7	17.3	17.2	16.5	11.4	10.5	9.7	9.5
	TOTAL AUDIENCE (Households (000) & %)					16,950 20.8		16,710 20.5		23,060 28.3		21,840 26.8		22,980 28.2			
W E E K 2	ABC TV					HAPPY DAYS		LAVERNE & SHIRLEY		THREE'S COMPANY		TOO CLOSE FOR COMFORT (OP)				HART TO HART (R)	
	AVERAGE AUDIENCE (Households (000) & %)					14,750 18.1		15,000 18.4		20,860 25.6		19,970 24.5		18,910 23.2		23.1*	23.4*
	SHARE OF AUDIENCE %					28		28		39		38		40		38 *	42 *
	AVG. AUD. BY ¼ HR.					16.9	19.4	17.6	19.1	25.2	26.0	24.1	25.0	22.9	23.3	23.8	23.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,280 16.3				14,910 18.3							
	CBS TV							SIMON & SIMON (OP)									
	AVERAGE AUDIENCE (Households (000) & %)					10,430 12.8	12.4*		13.1*	9,780 12.0	10.9*		11.3*		12.8*		13.2*
	SHARE OF AUDIENCE %					20	19 *		20 *	20	17 *		18 *		21 *		24 *
W E E K 2	AVG. AUD. BY ¼ HR.					12.3	12.5	13.3	12.9	10.8	11.0	11.0	11.5	12.7	12.9	13.3	13.0
	TOTAL AUDIENCE (Households (000) & %)					16,300 20.0				15,240 18.7				12,960 15.9			
	NBC TV									BRET MAVERICK (OP)		FLAMINGO ROAD (OP)				BARBARA MANDRELL (R)	
	AVERAGE AUDIENCE (Households (000) & %)					13,200 16.2	15.5*		17.0*	12,060 14.8	14.5*		15.0*	9,780 12.0	12.6*		11.3*
W E E K 2	SHARE OF AUDIENCE %					25	24 *		26 *	23	22 *		23 *	21	21 *		20 *
	AVG. AUD. BY ¼ HR.					15.2	15.7	17.0	17.0	14.6	14.4	15.1	15.0	12.9	12.3	11.4	11.2
TV HOUSEHOLDS USING TV		WK. 1	60.6	62.9	62.9	63.5	63.2	64.2	64.6	66.2	66.0	66.2	65.9	65.3	61.4	59.8	57.9
(See Def. 1)		WK. 2	57.5	59.8	61.1	62.5	62.9	65.4	65.9	66.3	65.9	65.5	64.3	64.0	61.2	59.0	57.2
U.S. TV Households: 81,500,000																	

For explanation of symbols, See page A.

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45																	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					14,180 17.4				22,660 27.8																								
	ABC TV																																		
	AVERAGE AUDIENCE (Households (000) & %)	{					10,510 12.9	12.6*		13.3*	14,260 17.5	16.6*		17.8*		18.4*		17.3*																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					20 12.4	19* 12.8		20* 13.2	29 13.4	26* 16.5		28* 17.5		31* 18.1		31* 16.5																	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					13,040 16.0		12,800 15.7		17,520 21.5																								
	CBS TV																																		
	AVERAGE AUDIENCE (Households (000) & %)	{					11,410 14.0		11,330 13.9		11,650 14.3	13.0*		14.1*		15.1*		15.0*																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					22 13.9		21 14.2		23 13.0	20* 13.0		22* 13.9		25* 14.2		27* 15.0																	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					20,290 24.9				18,260 22.4		15,160 18.6		14,260 17.5																				
	NBC TV																																		
	AVERAGE AUDIENCE (Households (000) & %)	{					16,380 20.1	19.4*		20.8*	16,060 19.7		13,940 17.1		10,760 13.2	13.2*		13.2*																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					31 18.5	30* 20.3		32* 20.9	31 19.3	27 20.1		27 17.5		23 16.6	22* 13.6	23* 13.1																	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					16,870 20.7				20,540 25.2				21,680 26.6																				
	ABC TV																																		
	AVERAGE AUDIENCE (Households (000) & %)	{					12,630 15.5	14.7*		16.3*	16,380 20.1	18.7*		21.4*		18,750 23.0	23.3*	22.7*																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					25 14.1	24* 15.2		26* 15.7	33 18.7	30* 18.8		35* 20.7		41 23.1	41* 23.5	42* 23.0																	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					17,690 21.7				14,750 18.1		11,570 14.2		9,450 11.6																				
	CBS TV																																		
	AVERAGE AUDIENCE (Households (000) & %)	{					13,530 16.6	16.1*		17.1*	13,040 16.0		10,190 12.5		7,170 8.8	9.3*		8.3*																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					27 15.9	26* 16.2		27* 17.0	26 15.7		20 16.3		16 9.4	16* 9.2		15* 8.5																	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					20,460 25.1				18,260 22.4		17,120 21.0		16,220 19.9																				
	NBC TV																																		
	AVERAGE AUDIENCE (Households (000) & %)	{					16,710 20.5	19.9*		21.0*	16,460 20.2		15,240 18.7		13,530 16.6	16.5*		16.7*																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					33 19.3	32* 20.5		33* 21.4	32 19.8		31 20.6		30 16.5	29* 16.5		31* 16.9																	
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	WK. 2	59.0	57.9	60.1	59.6	60.3	60.0	62.1	61.1	64.4	61.4	65.0	62.7	65.3	63.1	65.7	63.2	64.1	62.3	64.7	62.4	64.2	61.2	63.8	61.0	60.7	57.7	58.6	56.4	57.4	55.4	53.9

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					14,910 18.3	12,390 15.2		13,860 17.0		15,080 18.5		17,030 20.9					
	ABC TV					POLICE SQUAD		BOSOM BUDDIES		BARNEY MILLER		TAXI (R)(OP)		20/20				
	AVERAGE AUDIENCE (Households (000) & %)					12,390 15.2	11,000 13.5		12,470 15.3		13,200 16.2		13,200 16.2		16.1*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					24 15.0	21 15.5	21 12.8	24 14.1	24 15.1	26 15.5	26 16.0	28 16.4	28 16.6	28 15.9	29 16.3	29 15.8	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					22,820 28.0			16,220 19.9		13,860 17.0							
	CBS TV					MAGNUM, P.I. (R)(OP)				KNOTS LANDING				NURSE				
	AVERAGE AUDIENCE (Households (000) & %)					17,690 21.7	20.1*	23.2*	13,450 16.5	16.7*	16.3*		11,330 13.9	14.0*	13.8*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					34 19.3	32 21.0	36 23.2	26 16.4	26 17.0	26 16.6	26 16.1	24 13.8	24 14.2	24 14.1	25 13.4	25 12.4	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					15,570 19.1			16,630 20.4		14,830 18.2		17,280 21.2					
	NBC TV					FAME (OP)		DIFF'RENT STROKES		GIMME A BREAK (SUS-OP)		HILL STREET BLUES (R)						
	AVERAGE AUDIENCE (Households (000) & %)					11,980 14.7	14.0*	15.3*	15,240 18.7	16.9	13,770 16.9		13,200 16.2	16.6*	15.8*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 14.0	23 14.0	24 15.1	29 18.3	27 19.2	27 16.9	27 17.0	28 16.7	28 16.5	28 16.1	28 15.6	28 15.6	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,340 17.6	11,570 14.2		12,060 14.8		12,960 15.9		15,570 19.1					
	ABC TV					POLICE SQUAD		BOSOM BUDDIES		BARNEY MILLER (R)		TAXI (OP)		20/20				
	AVERAGE AUDIENCE (Households (000) & %)					12,140 14.9	10,110 12.4		11,000 13.5		11,570 14.2		11,820 14.5	14.5*	14.5*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					24 14.9	20 15.0	20 12.2	21 12.6	22 12.9	22 14.0	22 14.0	24 14.4	24 14.6	24 14.4	24 14.9	24 14.1	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					19,480 23.9			24,610 30.2									
	CBS TV					MAGNUM, P.I. (R)(OP)						PEOPLE'S CHOICE AWARDS						
	AVERAGE AUDIENCE (Households (000) & %)					14,910 18.3	17.4*	19.2*	14,670 18.0	16.5*	19.2*		18.9*	17.2*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					30 17.0	28 17.8	31 19.1	29 16.5	26 16.6	30 19.3	30 19.2	31 19.5	31 18.2	29 17.9	29 16.5	29 16.5	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,630 20.4			18,420 22.6		15,320 18.8		18,830 23.1					
	NBC TV					FAME (OP)		DIFF'RENT STROKES		GIMME A BREAK (OP)		HILL STREET BLUES						
	AVERAGE AUDIENCE (Households (000) & %)					12,550 15.4	14.4*	16.3*	17,120 21.0	16.8	13,690 16.8		15,320 18.8	18.1*	19.5*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 14.2	24 14.6	26 15.8	33 20.8	26 21.2	26 16.7	26 16.9	31 17.5	29 18.7	33 19.7	33 19.3	33 19.3	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	57.5	58.2	59.8	61.1	62.0	62.3	63.9	64.6	64.0	64.7	64.0	62.4	59.6	57.7	56.4	54.6
		WK. 2	57.0	59.2	58.5	59.8	60.6	61.6	62.6	62.7	63.7	64.8	64.8	64.4	62.4	61.0	60.6	57.7

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						13,040 16.0		17,280 21.2						10,920 13.4			
	ABC TV						BENSON				ABC MOVIE SPECIAL HOT STUFF(OP)					STRIKE FORCE		
	AVERAGE AUDIENCE (Households (000) & %)						11,490 14.1		10,110 12.4	12.0*		12.7*		12.5*	9,210 11.3	11.6*		11.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						24 13.8	14.4	20 11.9	20* 12.2	12.7	21* 12.6	20* 12.4	20* 12.7	11.6	11.5	11.1	20* 11.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						23,960 29.4				25,510 31.3				19,230 23.6			
	CBS TV						DUKES OF HAZZARD (OP)				DALLAS				FALCON CREST			
	AVERAGE AUDIENCE (Households (000) & %)						18,340 22.5	20.3*		24.7*	22,010 27.0	26.6*		27.4*	16,220 19.9	20.2*		19.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						38 19.4	35* 21.2	41* 24.0	44* 25.5	43* 26.0	45* 27.1	27.4	27.3	36 20.5	36* 19.9	20.0	36* 19.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						10,510 12.9				14,590 17.9							
	NBC TV						NBC MAGAZINE (OP)				NBC FRIDAY MOVIE OF-WEEK THE GREAT AMERICAN TRAFFIC JAM(R)(OP)							
	AVERAGE AUDIENCE (Households (000) & %)						7,090 8.7	8.6*		8.8*	8,390 10.3	8.9*		9.5*		11.7*		11.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						15 8.5	15* 8.7	14* 9.5	14* 8.1	18 8.7	14* 9.1	16* 9.5	16* 9.5	11.8	21* 11.6	11.2	20* 11.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						14,430 17.7		16,060 19.7						14,510 17.8			
	ABC TV						BENSON				PHOENIX (OP)					STRIKE FORCE		
	AVERAGE AUDIENCE (Households (000) & %)						12,630 15.5		10,350 12.7	12.3*		13.0*		12.8*	11,900 14.6	14.2*		14.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						26 15.0	16.1	21 12.3	20* 12.3	21* 13.4	21* 12.7	21* 12.5	21* 13.1	25 13.7	24* 14.7	15.1	26* 14.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						24,610 30.2				26,980 33.1				18,830 23.1			
	CBS TV						DUKES OF HAZZARD (OP)				DALLAS				FALCON CREST			
	AVERAGE AUDIENCE (Households (000) & %)						18,340 22.5	19.9*		25.0*	21,920 26.9	26.4*		27.3*	15,810 19.4	19.7*		19.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						37 19.2	33* 20.6	41* 24.2	44* 25.9	43* 26.1	44* 26.7	44* 27.4	44* 27.3	33 20.0	33* 19.4	19.4	33* 19.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						11,080 13.6				14,670 18.0							
	NBC TV						NBC MAGAZINE (OP)				NBC FRIDAY MOVIE OF-WEEK THE CAR(R)(SUS-OP)							
	AVERAGE AUDIENCE (Households (000) & %)						7,820 9.6	10.1*		9.1*	8,310 10.2	7.8*		8.8*		12.1*		12.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						16 10.2	17* 9.9	15* 9.5	17* 8.8	13* 7.5	13* 8.1	14* 8.5	14* 9.0	20* 12.1	20* 12.1	12.6	21* 12.1
TV HOUSEHOLDS USING TV		WK. 1	51.6	53.5	53.5	55.8	57.8	59.4	60.2	61.4	61.6	62.2	61.3	60.7	57.6	56.0	55.1	53.9
(See Def. 1)		WK. 2	56.3	56.7	56.6	57.9	59.9	60.6	61.1	61.6	61.8	61.2	62.0	62.0	59.5	58.9	58.3	57.0

U.S. TV Households: #1,500,000

For explanation of symbols, See page A

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45				
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{		26,240 32.2		T.J. HOOKER (OP)				24,210 29.7				LOVE BOAT (R)(OP)							
	ABC TV																				
	AVERAGE AUDIENCE (Households (000) & %)	{		17,850 21.9		18.6*	22.6*		24.4*		18,830 23.1		21.8*	24.0*		23.5*					
	SHARE OF AUDIENCE %	{		39		33 *	39 *		43 *		42		39 *	43 *		43 *					
	AVG. AUD. BY ¼ HR.	{		17.6		19.6	22.2	23.0	24.3	24.5	21.3	22.3	24.1	23.9	23.8	23.2					
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{		14,340 17.6		WALT DISNEY THE MOON-SPINNERS, PART 1(R)(OP)				14,100 17.3				CBS SAT. NIGHT MOVIE THE CHAMP(R)							
	CBS TV																				
	AVERAGE AUDIENCE (Households (000) & %)	{		9,450 11.6		11.3*	11.9*		9,130 11.2		9.8*	11.2*		11.8*		11.9*					
	SHARE OF AUDIENCE %	{		20		20 *	21 *		20		17 *	20 *		21 *		22 *					
	AVG. AUD. BY ¼ HR.	{		11.6		11.0	11.6	12.2	9.6	10.0	11.0	11.3	11.6	11.9	11.9	11.8					
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{		10,020 12.3		12,710 15.6		CHICAGO STORY (OP)				8,480 10.4				MCCLAIN'S LAW					
	NBC TV																				
	AVERAGE AUDIENCE (Households (000) & %)	{		8,310 10.2		7,420 9.1		8.5*	8.8*		9.9*		7,010 8.6		8.3*	9.0*					
	SHARE OF AUDIENCE %	{		18		16		15 *	16 *		18 *		16		15 *	17 *					
	AVG. AUD. BY ¼ HR.	{		10.3		10.2	8.7	8.3	8.9	8.6	10.2	9.7	8.0	8.6	8.8	9.1					
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{		18,830 23.1		T.J. HOOKER (OP)				23,310 28.6				19,640 24.1				FANTASY ISLAND			
	ABC TV																				
	AVERAGE AUDIENCE (Households (000) & %)	{		13,940 17.1		15.4*	18.7*		17,770 21.8		18.9*	24.7*		15,730 19.3		19.4*	19.3*				
	SHARE OF AUDIENCE %	{		30		27 *	32 *		38		33 *	43 *		37		36 *	37 *				
	AVG. AUD. BY ¼ HR.	{		14.9		15.8	18.2	19.2	17.8	19.9	24.5	24.9	19.6	19.2	19.3	19.2					
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{		17,690 21.7		WALT DISNEY THE MOON-SPINNERS, PART 2(R)(OP)				11,080 13.6				CBS NEWS SPECIAL REPORT CENTRAL AMERICA IN REVOLT							
	CBS TV																				
	AVERAGE AUDIENCE (Households (000) & %)	{		11,570 14.2		14.6*	14.7*		13.4*		6,280 7.7		7.5*	8.0*		7.6*					
	SHARE OF AUDIENCE %	{		25		26 *	25 *		23 *		14		13 *	15 *		15 *					
	AVG. AUD. BY ¼ HR.	{		14.5		14.8	14.9	14.5	13.8	12.9	8.0	7.0	7.9	8.1	7.6	7.5					
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{		11,080 13.6		14,260 17.5		CHICAGO STORY (OP)				12,800 15.7				MCCLAIN'S LAW					
	NBC TV																				
	AVERAGE AUDIENCE (Households (000) & %)	{		9,290 11.4		8,970 11.0		9.7*	11.3*		11.9*		10,430 12.8		12.6*	13.0*					
	SHARE OF AUDIENCE %	{		20		19		17 *	19 *		21 *		24		23 *	25 *					
	AVG. AUD. BY ¼ HR.	{		11.1		11.7	9.5	9.9	11.4	11.2	11.7	12.2	12.2	12.9	13.1	13.0					
TV HOUSEHOLDS USING TV		WK. 1	51.4	52.4	53.4	54.7	56.5	57.1	57.7	57.3	56.2	56.2	55.6	55.9	55.3	55.1	54.7	54.1			
(See Def. 1)		WK. 2	53.9	55.2	55.3	56.3	57.3	57.1	57.4	58.3	58.2	58.0	56.9	56.9	54.0	53.3	52.3	51.2			
U.S. TV Households: 81,500,000																					

For explanation of symbols, See page A.

NIELSEN NATIONAL TV AUDIENCE ESTIMATES																			
TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	6,280 7.7																
	ABC TV		ABC WEEKEND REPORT-SAT.																
	AVERAGE AUDIENCE (Households (000) & %)	{	5,950 7.3																
	SHARE OF AUDIENCE %		15																
	AVG. AUD. BY ¼ HR. %		7.3																
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{																	
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{																	
	SHARE OF AUDIENCE %																		
	AVG. AUD. BY ¼ HR. %																		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	10,680 13.1																
	NBC TV		SATURDAY NIGHT (11:30-12:49AM) (SUSTAINING 12:49-1:00AM)																
	AVERAGE AUDIENCE (Households (000) & %)	{	6,110 7.5 7.9* 7.4*																
	SHARE OF AUDIENCE %		22 20* 22*																
	AVG. AUD. BY ¼ HR. %		8.3 7.5 7.4 7.4 7.2 7.3																
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	5,790 7.1																
	ABC TV		ABC WEEKEND REPORT-SAT.																
	AVERAGE AUDIENCE (Households (000) & %)	{	5,710 7.0																
	SHARE OF AUDIENCE %		15																
	AVG. AUD. BY ¼ HR. %		7.0																
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{																	
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{																	
	SHARE OF AUDIENCE %																		
	AVG. AUD. BY ¼ HR. %																		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	10,760 13.2																
	NBC TV		SATURDAY NIGHT (11:30-12:59AM) (SUSTAINING 12:59-1:00AM)																
	AVERAGE AUDIENCE (Households (000) & %)	{	5,790 7.1 8.0* 7.3* 5.9*																
	SHARE OF AUDIENCE %		22 21* 23* 21*																
	AVG. AUD. BY ¼ HR. %		8.3 7.6 7.4 7.1 6.4 5.1																
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	50.8	46.2	40.2	37.5	35.1	32.7	29.7	28.0	25.1	22.3	20.0	17.5	15.4	13.9	12.3	10.8	
		WK. 2	47.7	43.5	38.9	36.4	33.2	30.3	28.4	26.7	23.8	21.9	19.6	17.6	16.2	14.6	13.1	12.0	

TV HOUSEHOLDS USING TV	WK. 1	50.8	46.2	40.2	37.5	35.1	32.7	29.7	28.0	25.1	22.3	20.0	17.5	15.4	13.9	12.3	10.8
(See Def. 1)	WK. 2	47.7	43.5	38.9	36.4	33.2	30.3	28.4	26.7	23.8	21.9	19.6	17.6	16.2	14.6	13.1	12.0

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	13,120 16.1				16,710 20.5				22,330 27.4							
	ABC TV		CODE RED				TODAY'S FBI (OP)				ABC SUNDAY NIGHT MOVIE (SUSTAINING 11:11PM) (9:00-11:22PM)							
	AVERAGE AUDIENCE (Households (000) & %)	{	9,780 12.0	11.0*		13.0*	12,960 15.9	15.5*		16.4*	14,430 17.7	17.7*		17.0*		17.7*		18.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	19 10.5	19 *	12.1	20 *	24 15.3	24 *	15.9	24 *	28 17.3	26 *	17.4	25 *	16.7	29 *	17.8	30 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	25,670 31.5				18,910 23.2		18,420 22.6		21,600 26.5		22,250 27.3		18,990 23.3			
	CBS TV		60 MINUTES				ARCHIE BUNKER'S PLACE		ONE DAY AT A TIME (OP)		ALICE		JEFFERSONS		TRAPPER JOHN, M.D.			
	AVERAGE AUDIENCE (Households (000) & %)	{	20,860 25.6	24.3*		27.0*	16,630 20.4		17,120 21.0		19,400 23.8		20,460 25.1		16,460 20.2		20.6*	19.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	41 23.1	41 *	27.1	42 *	31 19.9	31	31	21.4	35 23.1	24.5	37 24.5	25.7	33 20.8	34 *	20.4	33 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	11,570 14.2				16,140 19.8				21,600 26.5							
	NBC TV		FATHER MURPHY				CHIPS (OP)				NBC SUNDAY NIGHT MOVIE THE WILD GEESE(OP) (9:00-11:30PM)							
	AVERAGE AUDIENCE (Households (000) & %)	{	9,210 11.3	10.1*		12.4*	13,040 16.0	15.6*		16.4*	13,200 16.2	16.2*		15.6*		16.0*		16.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	18 9.7	17 *	12.0	19 *	24 15.5	24 *	16.2	24 *	26 16.3	24 *	15.7	23 *	15.6	26 *	16.3	28 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	13,280 16.3				15,570 19.1				20,540 25.2							
	ABC TV		CODE RED				TODAY'S FBI (R)(OP)				I LOVE LIBERTY (OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{	10,600 13.0	12.3*		13.7*	12,140 14.9	13.7*		16.2*	12,880 15.8	17.3*		16.5*		15.0*		14.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	21 12.0	20 *	13.4	21 *	23 13.4	21 *	15.5	24 *	25 17.5	26 *	17.0	26 *	16.1	24 *	14.6	25 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	26,240 32.2				19,640 24.1		19,230 23.6		22,330 27.4		21,760 26.7		20,620 25.3			
	CBS TV		60 MINUTES				ARCHIE BUNKER'S PLACE (R)		ONE DAY AT A TIME (OP)		ALICE		JEFFERSONS		TRAPPER JOHN, M.D.			
	AVERAGE AUDIENCE (Households (000) & %)	{	21,350 26.2	25.1*		27.2*	17,850 21.9		17,850 21.9		20,380 25.0		19,890 24.4		17,600 21.6		21.7*	21.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	41 24.1	41 *	27.3	42 *	33 21.6	33	22.3	21.7	38 24.4	25.6	38 23.9	24.9	36 21.5	35 *	21.8	36 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	11,410 14.0				18,010 22.1				19,970 24.5							
	NBC TV		FATHER MURPHY				CHIPS (OP)				NBC SUNDAY NIGHT MOVIE THE TOWERING INFERNO, PART 1(R)(BUS-OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{	8,800 10.8	9.9*		11.7*	14,100 17.3	17.0*		17.6*	13,040 16.0	14.5*		15.8*		17.3*		16.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	17 9.5	16 *	11.3	18 *	26 16.3	26 *	18.2	26 *	25 13.9	22 *	15.7	24 *	15.9	28 *	17.3	28 *
TV HOUSEHOLDS USING TV		WK. 1	58.0	60.7	64.0	65.6	64.2	65.5	66.7	68.5	68.1	68.7	67.3	66.7	62.0	60.8	60.2	58.6
(See Def. 1)		WK. 2	60.1	62.4	64.8	65.7	64.7	66.3	66.8	67.1	66.2	66.2	64.7	64.7	61.6	60.9	60.1	57.8

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{	4,160 5.1												
	ABC TV		{	(1) (R)(-OP)	ABC WEEKEND REPORT-SUN. (11:22-11:37PM) (OP)											
	AVERAGE AUDIENCE (Households (000) & %)		{	3,750 4.6												
	SHARE OF AUDIENCE %		{	11												
	AVG. AUD. BY ¼ HR.		%	18.1	4.7	4.4										
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{	5,870 7.2												
	CBS TV		{	CBS SUNDAY NEWS- OSGOOD												
	AVERAGE AUDIENCE (Households (000) & %)		{	5,710 7.0												
	SHARE OF AUDIENCE %		{	13												
	AVG. AUD. BY ¼ HR.		%	7.0												
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{	1,550 1.9												
	NBC TV		{	NBC SUNDAY NIGHT MOVIE THE WILD GEESSE (9:00-11:30PM)	NBC LATE NIGHT MOVIE POWER, PART 1(R) (12:00-2:02AM)											
	AVERAGE AUDIENCE (Households (000) & %)		{	980 1.2	1.4*	1.3*	1.1*	.9*								
	SHARE OF AUDIENCE %		{	7 1.5	6* 1.4	7* 1.3	7* 1.2	8* 1.0	.8	.9	.9					
	AVG. AUD. BY ¼ HR.		%	16.9	16.3											
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{	3,340 4.1												
	ABC TV		{	ABC WEEKEND REPORT- SUN.												
	AVERAGE AUDIENCE (Households (000) & %)		{	3,100 3.8												
	SHARE OF AUDIENCE %		{	8												
	AVG. AUD. BY ¼ HR.		%	3.8												
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{	5,050 6.2												
	CBS TV		{	CBS SUNDAY NEWS- OSGOOD												
	AVERAGE AUDIENCE (Households (000) & %)		{	4,970 6.1												
	SHARE OF AUDIENCE %		{	13												
	AVG. AUD. BY ¼ HR.		%	6.1												
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{	2,610 3.2												
	NBC TV		{	NBC LATE NIGHT MOVIE POWER, PART 2(R) (11:30-1:13AM) (SUSTAINING 1:13-1:30AM)												
	AVERAGE AUDIENCE (Households (000) & %)		{	1,300 1.6	1.7*	1.7*	1.6*									
	SHARE OF AUDIENCE %		{	7 1.8	6* 1.6	7* 1.7	8* 1.5	1.3								
	AVG. AUD. BY ¼ HR.		%													
TV HOUSEHOLDS USING TV																
(See Def. 1)																
WK 1	56.2	47.5	36.9	30.7	26.0	22.2	19.8	18.0	15.9	14.4	12.3	10.1	9.1	7.7	6.6	5.1
WK 2	47.7	41.3	33.1	28.5	25.4	22.5	20.1	17.7	15.5	13.5	11.5	9.8	8.4	7.2	6.0	4.8

U.S. TV Households 81,500,000

(1) ABC SUNDAY NIGHT MOVIE, COMA, ABC, (9:00-11:17PM) (SUSTAINING 11:17-11:22PM)

For explanation of symbols, see page A

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{		5,460 6.7		5,130 6.3											
	ABC TV	{		GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)											
	AVERAGE AUDIENCE (Households (000) & %)	{		4,400 5.4		4,400 5.4											
	SHARE OF AUDIENCE %	{		26		25											
AVG. AUD. BY ¼ HR. %	{		5.6		5.3		5.3		5.5								
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{		5,380 6.6		MORNING-KURALT & SAWYER						3,830 4.7		5,300 6.5		ONE DAY AT A TIME M-F ALICE M-F	
	CBS TV	{		2,450 3.0		2.3*		3.1*		3.2*		3.4*		3,260 4.0		4,510 5.6	
	SHARE OF AUDIENCE %	{		15		13*		15*		16*		20		27		27	
	AVG. AUD. BY ¼ HR. %	{		2.1		2.6		3.1		3.2		3.4		4.2		5.3	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{		5,130 6.3		5,460 6.7						1,550 1.9		2,930 3.6		REGIS PHILBIN SHOW BLOCKBUSTERS	
	NBC TV	{		TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING)		TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING)											
	AVERAGE AUDIENCE (Households (000) & %)	{		4,160 5.1		4,480 5.5											
	SHARE OF AUDIENCE %	{		25		25											
AVG. AUD. BY ¼ HR. %	{		5.2		5.0		5.6		5.4		1.4		1.5		2.6		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{		6,030 7.4		5,950 6.2											
	ABC TV	{		GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)											
	AVERAGE AUDIENCE (Households (000) & %)	{		4,650 5.7		4,240 5.2											
	SHARE OF AUDIENCE %	{		29		25											
AVG. AUD. BY ¼ HR. %	{		5.7		5.4		5.1										
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{		2,530 3.1		2,610 3.2						3,670 4.5		4,650 5.7		ONE DAY AT A TIME-M-F ALICE-M-F	
	CBS TV	{		MORNING-KURTIS & SAWYER 1 (CO-OP) (PARTICIPATING)		MORNING KURTIS & SAWYER 2 (CO-OP) (PARTICIPATING)											
	AVERAGE AUDIENCE (Households (000) & %)	{		2,040 2.5		2,120 2.6											
	SHARE OF AUDIENCE %	{		13		13											
AVG. AUD. BY ¼ HR. %	{		2.4		2.6		2.7		2.6		3,020 3.7		3,990 4.9		19 24		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{		4,730 5.8		4,890 6.0						1,790 2.2		2,930 3.6		REGIS PHILBIN SHOW BLOCKBUSTERS	
	NBC TV	{		TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING)		TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING)											
	AVERAGE AUDIENCE (Households (000) & %)	{		3,750 4.6		4,080 5.0											
	SHARE OF AUDIENCE %	{		23		24											
AVG. AUD. BY ¼ HR. %	{		4.6		4.5		5.1		4.9		1,470 1.8		2,530 3.1		9 15		
TV HOUSEHOLDS USING TV WK. 1		11.5	14.4	17.0	18.5	20.1	21.6	21.8	21.2	20.6	20.8	20.7	20.7	20.0	20.4	20.9	21.7
(See Def. 1) WK. 2		10.8	13.6	16.1	17.5	19.1	20.6	20.7	20.3	20.1	20.4	20.1	20.3	19.7	19.8	20.5	21.6
U.S. TV Households: 81,500,000																	

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W	TOTAL AUDIENCE (Households (000) & %)		{ 6,930 8.5		{ 5,870 7.2		{ 5,620 6.9		{ 9,210 11.3		{ 8,560 10.5							
	ABC TV		LOVE BOAT DAYTIME		FAMILY FEUD (SUS-OP)		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)		ONE LIFE TO LIVE (SUS-OP)							
	AVERAGE AUDIENCE (Households (000) & %)		{ 4,970 6.1		{ 4,970 6.1		{ 4,730 5.8		{ 6,850 8.4		{ 6,520 8.0		{ 8.0*		{ 9.0*		{ 8.1*	
	SHARE OF AUDIENCE %		{ 26		{ 23		{ 22		{ 29		{ 28		{ 31		{ 28		{ 29	
E	TOTAL AUDIENCE (Households (000) & %)		{ 6,600 8.1		{ 7,660 9.4		{ 8,560 10.5		{ 8,070 9.9		{ 6,190 7.6							
	CBS TV		PRICE IS RIGHT 1 PRICE IS RIGHT 2 (OP)				YOUNG AND THE RESTLESS		AS THE WORLD TURNS		SEARCH FOR TOMORROW							
	AVERAGE AUDIENCE (Households (000) & %)		{ 5,790 7.1		{ 6,680 8.2		{ 6,280 7.7		{ 6,360 7.8		{ 5,460 6.7		{ 7.7*		{ 7.5*		{ 8.1*	
	SHARE OF AUDIENCE %		{ 31		{ 34		{ 29		{ 27		{ 29		{ 28		{ 26		{ 29	
I	TOTAL AUDIENCE (Households (000) & %)		{ 4,890 6.0		{ 4,240 5.2		{ 3,500 4.3		{ 3,420 4.2		{ 5,950 7.3		{ 4,810 5.9					
	NBC TV		WHEEL OF FORTUNE		BATTLESTARS		PASSWORD PLUS		DOCTORS		DAYS OF OUR LIVES		ANOTHER WORLD					
	AVERAGE AUDIENCE (Households (000) & %)		{ 4,240 5.2		{ 3,590 4.4		{ 2,930 3.6		{ 2,930 3.6		{ 4,480 5.5		{ 3,590 4.4		{ 5.3*		{ 4.4*	
	SHARE OF AUDIENCE %		{ 23		{ 18		{ 14		{ 14		{ 19		{ 16		{ 20		{ 16	
W	TOTAL AUDIENCE (Households (000) & %)		{ 6,600 8.1		{ 5,950 7.3		{ 6,760 8.3		{ 9,450 11.6		{ 8,720 10.7							
	ABC TV		LOVE BOAT DAYTIME (SUS-OP)		FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)		ONE LIFE TO LIVE (SUS-OP)							
	AVERAGE AUDIENCE (Households (000) & %)		{ 4,650 5.7		{ 5,130 6.3		{ 5,710 7.0		{ 7,250 8.9		{ 6,600 8.1		{ 5.3*		{ 9.2*		{ 7.7*	
	SHARE OF AUDIENCE %		{ 25		{ 24		{ 26		{ 31		{ 29		{ 29		{ 32		{ 27	
E	TOTAL AUDIENCE (Households (000) & %)		{ 6,110 7.5		{ 7,170 8.8		{ 7,910 9.7		{ 7,580 9.3		{ 5,790 7.1							
	CBS TV		PRICE IS RIGHT 1 PRICE IS RIGHT 2 (OP)				YOUNG AND THE RESTLESS		AS THE WORLD TURNS		SEARCH FOR TOMORROW							
	AVERAGE AUDIENCE (Households (000) & %)		{ 5,220 6.4		{ 6,440 7.9		{ 5,790 7.1		{ 5,950 7.3		{ 5,130 6.3		{ 7.3*		{ 7.0*		{ 7.6*	
	SHARE OF AUDIENCE %		{ 29		{ 33		{ 27		{ 26		{ 27		{ 24		{ 24		{ 27	
2	TOTAL AUDIENCE (Households (000) & %)		{ 4,730 5.8		{ 4,240 5.2		{ 3,420 4.2		{ 3,590 4.4		{ 6,110 7.5		{ 5,380 6.6					
	NBC TV		WHEEL OF FORTUNE		BATTLESTARS		PASSWORD PLUS		DOCTORS		DAYS OF OUR LIVES		ANOTHER WORLD					
	AVERAGE AUDIENCE (Households (000) & %)		{ 4,160 5.1		{ 3,750 4.6		{ 2,930 3.6		{ 2,930 3.6		{ 4,650 5.7		{ 4,080 5.0		{ 5.9*		{ 5.0*	
	SHARE OF AUDIENCE %		{ 23		{ 19		{ 14		{ 13		{ 20		{ 18		{ 20		{ 18	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	22.4	23.4	23.8	24.8	26.6	27.4	26.6	27.3	27.8	28.7	28.9	28.6	27.9	28.5	28.3	28.7
		WK. 2	21.9	22.6	23.2	24.5	26.5	27.7	26.9	28.0	28.8	29.1	28.6	28.8	28.1	28.1	27.8	28.6

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAR. 8-12, 1982

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 10,350 12.7		GENERAL HOSPITAL (SUS-OP)		4,400 5.4		EDGE OF NIGHT								11,740 14.4		ABC WORLD NEWS TONIGHT
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,150 10.0		9.7*		10.3*		3,830 4.7								10,350 12.7		
	SHARE OF AUDIENCE %	{ 32		33 *		32 *		14								23		
	AVG. AUD. BY ¼ HR. %	{ 9.3		10.1		10.4		10.2		4.9		4.6				12.4		12.9
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,990 9.8		GUIDING LIGHT (OP)		2,690 3.3		TATTLETALES								12,230 15.0		CBS EVENING NEWS-RATHER
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,360 7.8		7.6*		8.0*		2,360 2.9								10,680 13.1		
	SHARE OF AUDIENCE %	{ 25		26 *		25 *		9								23		
	AVG. AUD. BY ¼ HR. %	{ 7.5		7.8		8.1		8.0		2.8		3.0				13.0		13.2
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 3,910 4.8		TEXAS				(S)(OP)								11,000 13.5		NBC NIGHTLY NEWS
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,770 3.4		3.3*		3.6*										9,780 12.0		
	SHARE OF AUDIENCE %	{ 11		11 *		11 *										21		
	AVG. AUD. BY ¼ HR. %	{ 3.3		3.3		3.4		3.8								11.7		12.2
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 10,270 12.6		GENERAL HOSPITAL (SUS-OP)		4,240 5.2		EDGE OF NIGHT (S)(OP)								11,170 13.7		ABC WORLD NEWS TONIGHT
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,150 10.0		9.8*		10.1*		3,750 4.6								9,780 12.0		
	SHARE OF AUDIENCE %	{ 33		33 *		32 *		14								22		
	AVG. AUD. BY ¼ HR. %	{ 9.6		10.1		10.2		10.0		4.8		4.4				11.8		12.1
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 7,500 9.2		GUIDING LIGHT (OP)		2,690 3.3		TATTLETALES								11,980 14.7		CBS EVENING NEWS-RATHER
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,110 7.5		7.4*		7.6*		2,280 2.8								10,430 12.8		
	SHARE OF AUDIENCE %	{ 25		25 *		24 *		9								23		
	AVG. AUD. BY ¼ HR. %	{ 7.3		7.6		7.7		7.6		2.7		2.9				12.6		12.9
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,080 5.0		TEXAS												11,250 13.8		NBC NIGHTLY NEWS
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,180 3.9		3.8*		3.9*										9,860 12.1		
	SHARE OF AUDIENCE %	{ 13		13 *		12 *										22		
	AVG. AUD. BY ¼ HR. %	{ 3.7		3.8		3.8		4.1								11.8		12.4
TV HOUSEHOLDS USING TV WK. 1		29.8	31.1	32.6	34.1	33.1	35.0	36.7	38.5	40.4	42.8	44.7	46.9	50.5	53.1	54.8	56.4	
(See Def. 1) WK. 2		29.5	30.7	31.3	32.7	32.9	34.5	35.9	37.9	40.0	42.4	44.0	46.8	50.8	53.1	54.0	55.4	
U.S. TV Households: 81,500,000																		

For explanation of symbols, See page A.

DAY MON.-FRI. MAR. 15-19, 1982

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W	TOTAL AUDIENCE (Households (000) & %)	{				4,320 5.3	3,500 4.3	4,480 5.5	6,030 7.4	5,460 6.7	6,030 7.4						
	ABC TV	{				SUPERFRIENDS (OP)	THUNDARR THE BARBARIAN (OP)	GOLDIE GOLD/ ACTION JACK (OP)	LAVERNE AND SHIRLEY	RICHIE RICH/ SCOOBY DOO-1	RICHIE RICH/ SCOOBY DOO-2 (OP)						
	AVERAGE AUDIENCE (Households (000) & %)	{				3,420 4.2	2,770 3.4	3,670 4.5	5,050 6.2	4,320 5.3	4,970 6.1						
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				27 4.2	16 4.2	19 3.4	25 4.7	21 6.1	24 5.5						
E	TOTAL AUDIENCE (Households (000) & %)	{				2,930 3.6	3,910 4.8	4,890 6.0	6,600 8.1	6,930 8.5	6,760 8.3						
	CBS TV	{				POPEYE/OLIVE COMEDY SHOW (OP)	TARZAN/L. RANGER/ ZORRO HR1 (OP)	TARZAN/L. RANGER/ ZORRO HR2 (OP)	BUGS BUNNY/ROAD RUNNER 1 (OP)	BUGS BUNNY/ROAD RUNNER 2	BUGS BUNNY/ROAD RUNNER 3 (OP)						
	AVERAGE AUDIENCE (Households (000) & %)	{				2,360 2.9	3,260 4.0	3,830 4.7	5,300 6.5	5,870 7.2	5,950 7.3						
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				18 2.7	20 3.1	20 3.7	26 4.8	27 7.0	27 7.3						
K	TOTAL AUDIENCE (Households (000) & %)	{				3,420 4.2	7,010 8.6	8,970 11.0	6,760 8.3	6,600 8.1	5,950 7.3						
	NBC TV	{				FLINTSTONE'S COMEDY SHW2 (OP)	SMURFS I	SMURFS II (OP)	KID SUPER POWER I	KID SUPER POWER II (OP)	SPIDER-MAN & FRIENDS						
	AVERAGE AUDIENCE (Households (000) & %)	{				2,610 3.2	6,030 7.4	7,910 9.7	5,620 6.9	5,620 6.9	4,890 6.0						
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				21 2.8	38 3.7	43 6.8	28 9.8	27 7.2	22 6.7						
1	TOTAL AUDIENCE (Households (000) & %)	{				4,890 6.0	4,810 5.9	4,160 5.1	5,460 6.7	5,710 7.0	6,600 8.1						
	ABC TV	{				SUPERFRIENDS (OP)	THUNDARR THE BARBARIAN (OP)	GOLDIE GOLD/ ACTION JACK (OP)	LAVERNE AND SHIRLEY	RICHIE RICH/ SCOOBY DOO-1	RICHIE RICH/ SCOOBY DOO-2 (OP)						
	AVERAGE AUDIENCE (Households (000) & %)	{				4,080 5.0	3,990 4.9	3,750 4.6	4,240 5.2	4,890 6.0	5,620 6.9						
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				31 4.5	22 5.4	19 4.7	22 5.1	24 5.8	27 6.3						
E	TOTAL AUDIENCE (Households (000) & %)	{				2,360 2.9	3,670 4.5	4,480 5.5	5,130 6.3	5,620 6.9	6,930 8.5						
	CBS TV	{				POPEYE/OLIVE COMEDY SHOW (OP)	TARZAN/L. RANGER/ ZORRO HR1 (OP)	TARZAN/L. RANGER/ ZORRO HR2 (OP)	BUGS BUNNY/ROAD RUNNER 1 (OP)	BUGS BUNNY/ROAD RUNNER 2	BUGS BUNNY/ROAD RUNNER 3 (OP)						
	AVERAGE AUDIENCE (Households (000) & %)	{				1,790 2.2	3,020 3.7	3,750 4.6	4,080 5.0	4,810 5.9	5,620 6.9						
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				13 1.9	17 2.5	19 3.4	21 4.6	23 5.4	26 6.1						
K	TOTAL AUDIENCE (Households (000) & %)	{				3,420 4.2	7,170 8.8	9,130 11.2	7,090 8.7	6,360 7.8	5,050 6.2						
	NBC TV	{				FLINTSTONE'S COMEDY SHW2 (OP)	SMURFS I	SMURFS II (OP)	KID SUPER POWER I	KID SUPER POWER II (OP)	SPIDER-MAN & FRIENDS						
	AVERAGE AUDIENCE (Households (000) & %)	{				2,930 3.6	6,360 7.8	8,230 10.1	5,710 7.0	5,300 6.5	4,480 5.5						
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				23 3.1	37 4.0	43 7.2	29 10.0	26 7.3	21 6.3						
TV HOUSEHOLDS USING TV WK. 1		7.8	8.9	10.4	12.7	14.9	16.9	19.2	21.0	22.7	24.4	24.6	25.3	26.1	26.2	26.9	27.3
(See Def. 1) WK. 2		6.6	8.6	11.1	14.0	15.8	18.1	20.9	23.0	24.1	24.0	23.3	23.9	24.9	25.5	26.3	26.4

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAR. 13, 1982

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 6,190 7.6		{ 6,030 7.4		{ 5,540 6.8		{ 6,520 8.0										
	ABC TV	FONZ AND HAPPY DAYS GANG		HEATHCLIFF & MARMADUKE		ABC WEEKEND SPECIALS ZACK & THE MAGIC FACTORY, PART 1		AMERICAN BANDSTAND '82										
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,300 6.5		{ 5,380 6.6		{ 4,650 5.7		{ 3,670 4.5		{ 4.3*		{ 4.6*						
	SHARE OF AUDIENCE %	{ 25 6.5		{ 24 6.5		{ 20 5.4		{ 15 4.4		{ 15*		{ 15*						
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,600 8.1		{ 6,030 7.4		{ 11,080 13.6								{ 12,880 15.8				
	CBS TV	BUGS BUNNY/ROAD RUNNER 4 (OP)		BLACKSTAR(B) (OP)				CBS NCAA BSKBL CHAMP-SA-1 JAMES MADISON VS NORTH CAROLINA						CBS NCAA BSKBL CHAMP-SA-2 VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST				
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,950 7.3		{ 4,890 6.0		{ 5,620 6.9		{ 5.5*		{ 6.1*		{ 7.2*		{ 8.9*		{ 6,680 8.2		
	SHARE OF AUDIENCE %	{ 27 7.4		{ 22 5.9		{ 23 5.6		{ 19*		{ 21*		{ 24*		{ 28*		{ 25 8.2		
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{ 3,910 4.8		{ 4,320 5.3		{ 5,460 6.7		{ 4,080 5.0						{ 10,020 12.3				
	NBC TV	SPACE STARS I		SPACE STARS II (OP)		DAFFY/SPEEDY SHOW (OP)		BULLWINKLE						NBC SPORTS-RINGSIDE (2:00-4:30PM)				
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,500 4.3		{ 3,670 4.5		{ 4,400 5.4		{ 3,500 4.3		{ 4.3		{ 4.3		{ 4.7		{ 4,810 5.9		
	SHARE OF AUDIENCE %	{ 16 4.2		{ 16 4.7		{ 19 5.4		{ 15 4.3		{ 15		{ 15*		{ 16*		{ 18 4.7		
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{ 6,930 8.5		{ 6,190 7.6		{ 6,360 7.8		{ 5,950 7.3										
	ABC TV	FONZ AND HAPPY DAYS GANG		HEATHCLIFF & MARMADUKE		ABC WEEKEND SPECIALS ZACK & THE MAGIC FACTORY, PART 2		AMERICAN BANDSTAND '82										
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,870 7.2		{ 5,540 6.8		{ 5,220 6.4		{ 3,500 4.3		{ 4.1*		{ 4.5*						
	SHARE OF AUDIENCE %	{ 28 7.0		{ 27 6.7		{ 24 6.2		{ 15 3.9		{ 15*		{ 16*						
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{ 5,710 7.0		{ 4,650 5.7		{ 2,930 3.6		{ 12,630 15.5						{ 13,120 16.1				
	CBS TV	BUGS BUNNY/ROAD RUNNER 4 (OP)		BLACKSTAR(B) (OP)		TROLLKINS (OP)				CBS NCAA BSKBL CHAMP-SA-1 UNIV. OF ALABAMA VS LOUISVILLE (12:30-2:47PM)(-OP)				{ 1 (OP)				
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,730 5.8		{ 3,910 4.8		{ 2,280 2.8		{ 7,090 8.7		{ 6.1*		{ 8.6*		{ 9.3*		{ 10.2*		
	SHARE OF AUDIENCE %	{ 21 6.2		{ 17 4.9		{ 9 2.7		{ 30 5.3		{ 23*		{ 31*		{ 32*		{ 33*		
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{ 3,990 4.9		{ 3,750 4.6		{ 5,300 6.5		{ 4,650 5.7						{ 10.0		{ 10.4		
	NBC TV	SPACE STARS I		SPACE STARS II (OP)		DAFFY/SPEEDY SHOW (OP)		BULLWINKLE						{ 10.1				
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,420 4.2		{ 3,100 3.8		{ 4,320 5.3		{ 3,750 4.6		{ 4.6		{ 4.6						
	SHARE OF AUDIENCE %	{ 16 4.3		{ 15 3.7		{ 20 5.0		{ 17 5.6		{ 17		{ 17						
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	26.6	27.1	27.5	27.7	28.3	29.0	29.0	29.2	29.7	30.4	30.9	31.3	31.3	31.5	32.5	33.5
U.S. TV Households: 81,500,000		WK. 2	26.1	25.9	25.7	26.1	26.9	27.4	27.5	28.5	28.4	28.5	28.7	30.0	30.9	30.8	30.3	30.4
(1) CBS NCAA BSKBL CHAMP-SA-1																		

U.S. TV Households: 81,500,000

(1) CBS NCAA BSKBL CHAMP-SA-2, GEORGETOWN VS OREGON, CBS, (2:47-5:00PM)

For explanation of symbols, See page A.

DAY SAT. MAR. 20, 1982

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	9,940 12.2 PRO BOWLERS TOUR 14,510 17.8 ABC WIDE WORLD-SPORTS SAT																
	AVERAGE AUDIENCE (Households (000) & %)	5,790 7.1 6.2* 6.8* 8.2* 8,070 9.9 9.9* 10.3* 9.5* 9.5*																
	SHARE OF AUDIENCE %	19 18 * 19 * 22 * 22 24 * 23 * 20 *																
	AVG. AUD. BY ¼ HR. %	6.2 6.3 6.7 6.9 8.2 8.2 9.6 10.1 10.3 10.2 9.5 9.5																
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	16,870 20.7 CBS NCAA BSKBL CHAMP-SA-2 VARIOUS TEAMS AND TIMES(OP) MULTI-SEGMENT TELECAST~ CBS NCAA BSKBL CHAMP-SA-3 VARIOUS TEAMS AND TIMES(OP) MULTI-SEGMENT TELECAST~ (-OP)																
	AVERAGE AUDIENCE (Households (000) & %)	8.0* 8.9* 9,210 11.3 10.2* 11.2* 11.9* 12.1* 12.8 11.8 <<																
	SHARE OF AUDIENCE %	24 * 26 * 28 28 * 28 * 29 * 27 *																
	AVG. AUD. BY ¼ HR. %	7.7 8.2 8.9 8.9 8.6 9.3 10.2 10.6 10.9 11.3 11.7 12.1 12.8 11.8 <<																
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	5,300 6.5 NBC SPORTS-RINGSIDE (2:00-4:30PM) INVERRARY CLASSIC-SAT 9,940 12.2 NBC NIGHTLY NEWS-SAT.																
	AVERAGE AUDIENCE (Households (000) & %)	3,420 4.2 4.5* 4.0* 8,230 10.1 10.1 10.1																
	SHARE OF AUDIENCE %	17 * 17 * 20 * 11 12 * 10 * 20																
	AVG. AUD. BY ¼ HR. %	5.8 5.7 5.7 6.3 7.1 7.3 4.8 4.3 4.0 3.9 10.1 10.1																
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	10,270 12.6 PRO BOWLERS TOUR 13,860 17.0 ABC WIDE WORLD-SPORTS SAT																
	AVERAGE AUDIENCE (Households (000) & %)	6,360 7.8 6.7* 7.7* 8.9* 6,760 8.3 8.2* 8.2* 8.3* 8.3																
	SHARE OF AUDIENCE %	21 19 * 21 * 23 * 20 21 * 20 * 18 *																
	AVG. AUD. BY ¼ HR. %	6.1 7.3 7.4 8.0 8.7 9.0 8.4 8.1 8.1 8.3 8.3																
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	7,420 9.1 CBS NCAA BSKBL CHAMP-SA-2 GEORGETOWN VS OREGON (2:47-3:00PM) TOURN. PLAYERS CHAMP-SAT. 10,840 13.3 CBS SAT. NEWS-SCHIEFFER																
	AVERAGE AUDIENCE (Households (000) & %)	5,130 6.3 5.9* 6.6* 9,050 11.1 23 10.9 11.3																
	SHARE OF AUDIENCE %	30 * 27 * 25 * 18 * 17 16 * 18 *																
	AVG. AUD. BY ¼ HR. %	9.8 9.7 9.5 9.5 9.1 8.6 7.1 6.2 5.6 6.2 6.7 6.5																
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	11,740 14.4 NBC SPORTS-RINGSIDE 7,820 9.6 NBC NIGHTLY NEWS-SAT.																
	AVERAGE AUDIENCE (Households (000) & %)	4,970 6.1 4.8* 6.3* 5.9* 6.9* 6.4* 6,520 8.0 16 7.5 8.5																
	SHARE OF AUDIENCE %	17 15 * 18 * 17 * 18 * 18 *																
	AVG. AUD. BY ¼ HR. %	4.5 5.0 6.5 6.2 5.8 6.0 6.3 7.5 7.1 5.8																
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	34.4	35.1	35.4	35.3	36.1	37.2	37.1	39.1	41.3	42.3	43.3	44.8	47.6	48.2	49.2	50.4
U.S. TV Households: 81,500,000		WK. 2	30.3	32.6	34.4	35.7	35.5	36.6	38.2	38.9	38.6	38.9	40.0	40.7	44.1	46.8	48.7	51.3

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE (Households (000) & %)										3,020 3.7 KIDS ARE PEOPLE TOO! (10:30-11:03AM) (-OP)
ABC TV										2,280 2.8 11 2.4 3.1
AVERAGE AUDIENCE (Households (000) & %)										
SHARE OF AUDIENCE %										
AVG. AUD. BY ¼ HR. %										
TOTAL AUDIENCE (Households (000) & %)										6,110 7.5
CBS TV										SUNDAY MORNING FOR OUR TIMES (SUS)
AVERAGE AUDIENCE (Households (000) & %)										3,500
SHARE OF AUDIENCE %										4.3 3.3* 4.6* 4.9*
AVG. AUD. BY ¼ HR. %										20 18* 21* 21*
										3.1 3.5 4.2 4.9 5.1 4.8
TOTAL AUDIENCE (Households (000) & %)										
NBC TV										
AVERAGE AUDIENCE (Households (000) & %)										
SHARE OF AUDIENCE %										
AVG. AUD. BY ¼ HR. %										
TOTAL AUDIENCE (Households (000) & %)										
ABC TV										2,200 2.7 KIDS ARE PEOPLE TOO! (10:30-11:02AM) (-OP)
AVERAGE AUDIENCE (Households (000) & %)										1,710 2.1 8 2.0 2.2
SHARE OF AUDIENCE %										
AVG. AUD. BY ¼ HR. %										
TOTAL AUDIENCE (Households (000) & %)										7,170 8.8
CBS TV										SUNDAY MORNING FOR OUR TIMES (SUS)
AVERAGE AUDIENCE (Households (000) & %)										3,990
SHARE OF AUDIENCE %										4.9 4.3* 5.2* 5.3*
AVG. AUD. BY ¼ HR. %										22 23* 23* 21*
										3.7 4.8 5.1 5.3 5.4 5.3
TOTAL AUDIENCE (Households (000) & %)										
NBC TV										
AVERAGE AUDIENCE (Households (000) & %)										
SHARE OF AUDIENCE %										
AVG. AUD. BY ¼ HR. %										

TV HOUSEHOLDS USING TV	WK. 1	5.4	6.1	7.1	9.0	11.0	13.5	14.6	16.9	19.1	20.4	21.6	23.4	24.8	25.3	25.4	25.4
(See Def. 1)	WK. 2	5.5	6.5	8.0	9.1	10.7	11.9	13.6	17.1	19.4	21.4	22.7	23.9	25.0	26.3	26.2	25.8

U.S. TV Households: 81,500,000

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAR. 14, 1982

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45		
TOTAL AUDIENCE (Households (000) & %)		{	3,500 4.3	5,300 6.5									3,500 4.3			6,280 7.7			
ABC TV			KIDS ARE PEOPLE TOO II (11:03-11:30AM) (OP) THIS WEEK-DAVID BRINKLEY DIRECTIONS (SUS)										SPORTSBEAT		SUPERSTARS (2:30-3:30PM)				
AVERAGE AUDIENCE (Households (000) & %)		{	3,020 3.7	3,180 3.9									2,360 2.9			3,500 4.3	3.4*		
SHARE OF AUDIENCE %			14	15	14 *			4.2* 16 *					9			12	9 *		
AVG. AUD. BY 1/4 HR. %			3.6	3.7	3.6	3.5	4.0	4.4					3.1	2.7		3.1	3.6		
TOTAL AUDIENCE (Households (000) & %)		{		2,040 2.5	11,330 13.9								14,750 18.1						
CBS TV				FACE THE NATION										NBA ON CBS PHOENIX VS BOSTON (12:00-2:13PM) (-OP)		CBS NCAA BSKBL CHAMP-SU-1 VARIOUS TEAMS AND TIMES(OP) MULTI-SEGMENT TELECASTS			
AVERAGE AUDIENCE (Households (000) & %)		{		1,630 2.0	4,320 5.3	2.9*		4.7*		6.2*		6.4*	8,880 10.9				9.7*		
SHARE OF AUDIENCE %				7	18	12 *		17 *		21 *		20 *	29				27 *		
AVG. AUD. BY 1/4 HR. %				2.0	2.1	2.4	3.4	5.2	6.1	6.2	6.3	6.5	8.7	9.1	9.4		10.0		
TOTAL AUDIENCE (Households (000) & %)		{				4,160 5.1		13,530 16.6											
NBC TV						MEET THE PRESS										SPORTSWORLD (1:00-3:04PM) (5:00-6:00PM) (-OP)			
AVERAGE AUDIENCE (Households (000) & %)		{				3,180 3.9		3,990 4.9	4.7*			5.4*			4.5*		5.7*		
SHARE OF AUDIENCE %						14		13	16 *			17 *			13 *		16 *		
AVG. AUD. BY 1/4 HR. %						3.8	4.0	3.9	5.5	5.6	5.3		4.2	4.8	5.9		5.5		
TOTAL AUDIENCE (Households (000) & %)		{	2,040 2.5	4,580 5.6									2,040 2.5	7,820 9.6					
ABC TV			KIDS ARE PEOPLE TOO II (11:02-11:30AM) (OP) THIS WEEK-DAVID BRINKLEY DIRECTIONS (SUS)										(1) SUPERSTARS (2:15-3:30PM)						
AVERAGE AUDIENCE (Households (000) & %)		{	1,710 2.1	2,610 3.2	3.1*		3.4*						2,120 2.6	3,750 4.6			4.4*		
SHARE OF AUDIENCE %			8	11	11 *		11 *						7	12			11 *		
AVG. AUD. BY 1/4 HR. %			2.2	2.0	2.9	3.3	3.4						2.6	3.5	4.0		4.8		
TOTAL AUDIENCE (Households (000) & %)		{		3,180 3.9	15,160 18.6									16,870 20.7					
CBS TV				FACE THE NATION										CBS NCAA BSKBL CHAMP-SU-1 VILLANOVA VS NORTH CAROLINA (12:00-2:17PM) (-OP)		CBS NCAA BSKBL CHAMP-SU-2 BOSTON COLLEGE VS HOUSTON (2:17-4:33PM) (OP)			
AVERAGE AUDIENCE (Households (000) & %)		{		2,450 3.0	7,820 9.6	7.6*		9.7*		10.1*		11.0*	9,620 11.8				11.1*		
SHARE OF AUDIENCE %				10	29	26 *		31 *		30 *		30 *	30				29 *		
AVG. AUD. BY 1/4 HR. %				3.2	2.8	6.7	8.4	9.5	10.0	10.0	10.1	11.0	11.1	9.8	10.0	10.9	11.3		
TOTAL AUDIENCE (Households (000) & %)		{				4,240 5.2		11,080 13.6											
NBC TV						MEET THE PRESS										NBC SPORTS-RINGSIDE-SUN.			
AVERAGE AUDIENCE (Households (000) & %)		{				3,340 4.1		5,950 7.3	5.5*			7.3*			9.0*		7.5*		
SHARE OF AUDIENCE %						13		20	17 *			20 *			24 *		19 *		
AVG. AUD. BY 1/4 HR. %						3.9	4.3	4.8	6.1	6.9	7.7		8.8	9.3	8.2		6.7		
TV HOUSEHOLDS USING TV		WK. 1	26.1	25.9	26.0	26.5	26.4	27.5	29.0	30.3	30.6	31.2	33.0	33.4	33.7	34.1	35.8	36.0	
(See Def. 1)		WK. 2	26.3	26.3	26.7	28.8	30.2	30.7	31.6	32.5	33.7	35.3	36.2	37.0	37.6	39.3	39.7	38.8	
U.S. TV Households: 81,500,000 (1)SPORTSBEAT,ABC (2:00-2:15PM)																			

U.S. TV Households: 81,500,000
 (1) SPORTSBEAT, ABC, (2:00-2:15PM)

For explanation of symbols, See page A.

DAY SUN. MAR. 21, 1982

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAR.14, 1982

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K	TOTAL AUDIENCE (Households (000) & %)			7,910 9.7				13,530 16.6								8,310 10.2	
	ABC TV			SUPERSTARS (2:30-3:30PM)		USA VS-WRLD-OLYMPIC SPRTS				ABC WIDE WORLD-SPORTS SUN						ABC WRLD NEWS TONIGHT-SUN	
	AVERAGE AUDIENCE (Households (000) & %)			5,460				7,660								6,850	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	4.8	5.5	5.8	6.3	7.1	7.6	8.7	9.4	9.4	9.5	10.0				8.2	8.6
K 2	TOTAL AUDIENCE (Households (000) & %)					17,440 21.4										4,320 5.3	
	CBS TV			CBS NCAA BSKBL CHAMP-SU-1 VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECASTS (-OP)				CBS NCAA BSKBL CHAMP-SU-2 VARIOUS TEAMS AND TIMES(OP) MULTI-SEGMENT TELECASTS (-OP)								CBS EVENING NEWS- DEAN(B) (OP)	
	AVERAGE AUDIENCE (Households (000) & %)			9,620				3,670									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	10.9	11.3	11.9	12.2	12.4	10.4	10.8	11.2	11.1	10.8	10.8	11.9	13.1	14.1	4.3	4.7
W E E K	TOTAL AUDIENCE (Households (000) & %)			7,660 9.4												9,620 11.8	
	NBC TV			INVERRARY CLASSIC-SUN (OP) (3:00-3:00PM)				SPORTSWORLD (1:00-3:00PM)(5:00-6:00PM)								NBC NIGHTLY NEWS- SUN.	
	AVERAGE AUDIENCE (Households (000) & %)			3,590												8,070	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	4.4	3.9*	11	11*	3.8*	4.8*	4.9*	4.3*	4.3*	4.9*	4.7				9.5	10.4
W E E K	TOTAL AUDIENCE (Households (000) & %)			8,720 10.7				16,060 19.7								10,110 12.4	
	ABC TV			SUPERSTARS (2:15-3:30PM)		USA VS-WRLD-OLYMPIC SPRTS		ABC WIDE WORLD-SPORTS SUN								ABC WRLD NEWS TONIGHT-SUN	
	AVERAGE AUDIENCE (Households (000) & %)			5,620				7,910								8,800	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	5.0	5.7	5.5	6.2	7.6	8.3	7.6	8.0	9.8	11.1	10.7	11.1			10.4	11.2
K 2	TOTAL AUDIENCE (Households (000) & %)					14,180 17.4										4,890 6.0	
	CBS TV			CBS NCAA BSKBL CHAMP-SU-2 BOSTON COLLEGE VS HOUSTON (-OP)				TOURN. PLAYERS CHAMP-SUN. (4:32-8:30PM)(OP)								CBS EVENING NEWS- DEAN(B)	
	AVERAGE AUDIENCE (Households (000) & %)			6,680												3,990	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	11.8	11.5	12.8	12.7	12.6	12.7	8.0	7.3	7.5	8.3	9.8	9.6	8.1	6.7	4.2	5.6
W E E K	TOTAL AUDIENCE (Households (000) & %)			8,640 10.6				13,120 16.1								8,640 10.6	
	NBC TV			JOHN DENVER CELEB. SKIING				SPORTSWORLD								NBC NIGHTLY NEWS- SUN.	
	AVERAGE AUDIENCE (Households (000) & %)			5,790				7,170								7,250	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	6.6	7.4	7.2	7.2	6.9	7.5	10.6	11.1	10.3	6.7					8.8	9.1
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	36.4	38.0	38.7	40.2	41.2	41.4	42.4	42.3	43.2	45.1	45.9	47.3	51.3	53.5	54.1
		WK. 2	38.8	38.7	39.9	40.4	40.7	41.5	41.5	41.7	43.4	43.9	45.6	47.5	50.8	54.0	55.1
U.S. TV Households: 81,500,000																	57.4

DAY SUN. MAR.21, 1982

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								TELE- CAST DAYS	WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS			
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)		%	HOUSEHOLDS (000)	%			SHARE %		
EVENING MONDAY																				
CBS NEWSBREAK-MON(B)	1	8.58- 8.59PM	8.45	11,570	14.2	11,570	14.2	20	14.2											
NBC AMERICAN MOVIE AWARDS(S)	2	9.00 11.02PM	+GRID 11.00							19,720	24.2	10,920	13.4	20				12.0		
NBC NBC NEWS UPDATE-2-MON(SUS)	2	9.42- 9.43PM	9.30																	
EVENING TUESDAY																				
CBS NEWSBREAK-TUE(B)	1	8.58- 8.59PM	8.45	7,660	9.4	7,660	9.4	14	9.4											
NBC NBC NEWS UPDATE-2-TUE(SUS)	1	9.58- 9.59PM	9.45																	
EVENING WEDNESDAY																				
NBC NBC NEWS UPDATE-2-WED(SUS)	2	9.58- 9.59PM	9.45																	
EVENING THURSDAY																				
NBC NBC NEWS UPDATE-2-THU(SUS)	1	9.58- 9.59PM	9.45																	
EVENING FRIDAY																				
NBC NBC NEWS UPDATE-2-FRI(SUS)	2	9.48- 9.49PM	9.45																	
EVENING SATURDAY																				
ABC ABC SPORTS UPDATE-SAT	1	8.53- 8.54PM	8.45	18,420	22.6	18,420	22.6	39	22.6											
	2	8.58- 8.59PM	8.45							14,910	18.3	14,910	18.3	31	18.3					

ABC ABC NEWSBRIEF-SAT.	2	9.58- 9.59PM	9.45							18,170	22.3	18,170	22.3	39	22.3
	1	10.09-10.11PM	10.00	18,990	23.3	18,750	23.0	42	23.0						
CBS NEWSBREAK-SAT.	1	8.58- 8.59PM	8.45	9,130	11.2	9,130	11.2	20	11.2						
	2	8.56- 8.57PM	8.45							10,840	13.3	10,840	13.3	23	13.3
NBC NBC NEWS UPDATE-SAT.	1	9.01- 9.02PM	9.00	6,440	7.9	6,440	7.9	14	7.9						
	2	9.04- 9.05PM	9.00							7,820	9.6	7,820	9.6	16	9.6
NBC NBC NEWS UPDATE-2-SAT.	2	9.58- 9.59PM	9.45							8,970	11.0	8,970	11.0	19	11.0
EVENING SUNDAY															
ABC ABC SPORTS UPDATE-SUN		8.31- 8.32PM	8.30	12,630	15.5	12,630	15.5	23	15.5						
ABC ABC SUNDAY NIGHT MOVIE	1	9.00-11.17PM	11.15	22,330	27.4	14,430	17.7	28	17.9	11,900	14.6	11,900	14.6	22	14.6
ABC ABC NEWSBRIEF-SUN.	1	9.59-10.01PM	9.45	13,610	16.7	13,200	16.2	25	16.0						
	2	9.59-10.00PM	9.45							12,310	15.1	12,310	15.1	23	15.1
			10.00												
CBS NEWSBREAK-SUN.		8.58- 8.59PM	8.45	15,810	19.4	15,810	19.4	28	19.4						
NBC NBC NEWS UPDATE-SUN.		8.58- 8.59PM	8.45	12,140	14.9	12,140	14.9	22	14.9	16,220	19.9	16,220	19.9	30	19.9
NBC NBC NEWS UPDATE-2-SUN(SUS)	2	9.56- 9.57PM	9.45							10,270	12.6	10,270	12.6	19	12.6
NBC NBC NEWS UPDATE-2-SUN.	1	9.55- 9.56PM	9.45	11,410	14.0	11,410	14.0	21	14.0						
EVENING MONDAY-FRIDAY															
ABC ABC NEWSBRIEF-M-F		>	9.45	15,570	19.1	15,490	19.0	30	17.3	15,970	19.6	16,540	20.3	32	18.5
			10.00						26.2						23.9
ABC ABC NEWS:NIGHTLINE	1	>	11.30	7,820	9.6	6,280	7.7	23	8.5						
	2	11.30-12.00MD	11.30							7,500	9.2	6,190	7.6	22	8.4
CONT'D															

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1							WEEK 2						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY-FRIDAY-CONT'D																	
ABC ABC NEWS:NIGHTLINE-CONT'D			11.45 12.00				7.8*	23*	7.2 4.7	M-F THU.					6.7	M-F	
ABC ABC MOVIE OF THE WEEK		12.00- 1.11AM	12.00 12.15 12.30 12.45 1.00	4,650	5.7	3,020	3.7	17	4.3 4.0 3.7 3.3 3.0	MON. MON. MON. MON. MON.	4,400	5.4	2,770	3.4	15	4.5 3.6 3.1 3.0 2.9	MON. MON. MON. MON. MON.
ABC FANTASY ISLAND-12.00	1	12.00- 1.08AM	12.00	4,240	5.2	2,770	3.4	16	3.9	TUE.	3,830	4.7	2,530	3.1	14	3.8	TUE.
	2	12.00- 1.09AM	12.00 12.15 12.30 12.45 1.00				3.8*	15*	3.8 3.1 3.0 2.8	TUE. TUE. TUE. TUE.				3.7*	14*	3.6 3.0 2.6 2.3	TUE. TUE. TUE. TUE.
ABC FRIDAYS		12.00 1.11AM	12.00 12.15 12.30 12.45 1.00	6,110	7.5	3,260	4.0	15	4.8 4.2 4.0 3.7 3.0	FRI. FRI. FRI. FRI. FRI.	6,520	8.0	4,080	5.0	18	5.3 5.1 5.4 4.8 4.0	FRI. FRI. FRI. FRI. FRI.
ABC LOVE BOAT 12.00	1	12.00- 1.08AM	12.00	4,810	5.9	3,420	4.2	20	4.8	WED.	5,950	7.3	4,400	5.4	25	5.2	WED.
	2	12.00- 1.09AM	12.00														
			12.15 12.30 12.45 1.00				4.6*	19*	4.5 4.2 3.8 3.4	WED. WED. WED. WED.				5.3*	21*	5.4 5.5 5.5 5.1	WED. WED. WED. WED.
ABC VEGA\$-12.00	1	12.08 1.16AM	12.00	3,590	4.4	2,360	2.9	14	2.9	THU.	4,650	5.7	3,100	3.8	17	4.3	THU.
	2	12.00- 1.09AM	12.00 12.15 12.30 12.45 1.00 1.15				2.9*	11*	2.9 3.0 3.0 2.8 1.9	THU. THU. THU. THU. THU.				4.1*	15*	3.8 3.7 3.4 3.4	THU. THU. THU. THU.
ABC ABC MOVIE OF THE WEEK-2	1	1.11- 1.27AM	1.00	2,360	2.9	2,280	2.8	17	3.0	MON.	2,120	2.6	2,120	2.6	17	2.6	MON.
	2	1.11- 1.31AM	1.00 1.15 1.30						2.7	MON.						2.6 2.6 2.2	MON. MON. MON.
ABC FRIDAYS-PART 2	1	1.27- 2.12AM	(SUS)														
	2	2.00- 2.22AM	(SUS)														
	1	1.11- 1.20AM	1.00	2,690	3.3	2,360	2.9	14	2.8	FRI.	3,500	4.3	3,260	4.0	19	4.0	FRI.
	2	1.11- 1.17AM	1.00 1.15						3.0	FRI.						3.9	FRI.
CBS NEWSBREAK-M-F	1	>	8.15	14,670	18.0	14,670	18.0	28	13.3	W-F	13,370	16.4	13,370	16.4	25	16.4	M-F
	2	8.58- 8.59PM	8.45						20.4	TH & F							
CBS CBS NCAA BSKBL CHAMP-FRI(S)	1	11.30- 1.28AM	11.30	9,290	11.4	4,650	5.7	20	7.4	FRI.	10,760	13.2	4,810	5.9	21	8.3	FRI.
	2	11.30- 1.48AM	11.30 11.45				6.9*	19*	6.4	FRI.				7.7*	20*	7.1	FRI.
CONT'D																	

OTHER PROGRAMS

				WEEK 1					WEEK 2										
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING MONDAY-FRIDAY-CONT'D																			
CBS CBS NCAA BSKBL CHAMP-FRI(S)-CONT'D			12.00						5.7	FRI.					6.9	FRI.			
			12.15			5.4*	19*		5.1	FRI.			6.7*	21*	6.4	FRI.			
			12.30						5.2	FRI.					6.4	FRI.			
			12.45			5.2*	21*		5.2	FRI.			6.2*	24*	5.9	FRI.			
			1.00						5.3	FRI.					5.4	FRI.			
			1.15			5.1*	24*		4.8	FRI.			5.0*	24*	4.6	FRI.			
			1.30												3.1	FRI.			
			1.45												2.5	FRI.			
CBS CBS NCAA BSKBL CHAMP-THU(S)			11.30	7,740	9.5	3,750	4.6	20	6.8	THU.									
			11.45						5.5	THU.									
			12.00						5.1	THU.									
			12.15						4.9	THU.									
			12.30			5.0*	19*		4.3	THU.									
			12.45			4.1*	20*		3.8	THU.									
			1.00						3.5	THU.									
			1.15			3.5*	22*		3.5	THU.									
			1.30						3.6	THU.									
CBS CBS NCAA BSKBL CHAMP-THU(S)			11.30								7,740	9.5	3,990	4.9	20	6.8	THU.		
			11.45												5.9	THU.			
			12.00												5.2	THU.			
CBS LATE MOVIE I																			
		>	12.15											5.2*	19*	5.1	THU.		
			12.30												5.1	THU.			
			12.45											4.7*	24*	4.4	THU.		
			1.00												3.8	THU.			
			1.15											3.4*	21*	2.9	THU.		
			1.30												2.6	THU.			
		>	11.30	6,520	8.0	4,560	5.6	20	5.7	M-W			7,340	9.0	4,730	5.8	21	6.1	M-W
			11.45						5.7	M-W					6.0*	18*	6.0	M-W	
			12.00						5.7	M-W						5.9	M-W		
			12.15						5.5	M-W					5.8*	23*	5.6	M-W	
			12.30			5.6*	22*		5.3	M-W						5.3	M-W		
			12.45												3.9	M-W			
CBS LATE MOVIE II			12.30	4,650	5.7	3,910	4.8	28	4.8	M-W			4,560	5.6	3,670	4.5	27	5.3	M-W
		>	12.45						4.8	M-W					4.2*	23*	4.7	M-W	
			1.00						4.8	M-W						4.5	M-W		
			1.15						4.6	M-W					4.4*	28*	4.3	M-W	
			1.30													4.1	M & W		
CBS CBS NCAA BSKBL CH.POST-FR(S)			1.15	3,500	4.3	3,020	3.7	21	4.0	FRI.									
		1	1.30						3.7	FRI.									
CBS CBS NCAA BSKBL CH.POST-TH(S)			1.30	1,960	2.4	1,790	2.2	19	2.4	THU.									
		1	1.45						1.9	THU.									
NBC NBC NEWS UPDATE-M-F			8.45	10,760	13.2	10,760	13.2	20	12.6	M-F			11,330	13.9	11,330	13.9	22	13.9	M-F
		>	9.00						15.6	TUE.									
NBC NBC NEWS UPDATE-2-M-F			9.45	9,780	12.0	9,780	12.0	19	12.0	MWF									
		1	>																
		2	9.58- 9.59PM	9.45									10,920	13.4	10,920	13.4	21	13.4	TU&TH
A-43 U.S. TV HOUSEHOLDS: 81,500,000																			
FOR EXPLANATION OF SYMBOLS, SEE PAGE A.																			
*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)																			

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1							WEEK 2						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS		HOUSEHOLDS	SHARE				HOUSEHOLDS	SHARE		HOUSEHOLDS	SHARE		
				(000)	%	(000)	%	%	(000)	%	%	(000)	%	(000)	%	%	
EVENING MONDAY-FRIDAY-CONT'D																	
NBC TONIGHT SHOW		11.30-12.30AM	11.30 11.45 12.00 12.15 12.30	9,050	11.1	5,380	6.6	22	8.0	M-F	9,290	11.4	5,950	7.3	24	8.5	M-F
							7.5*	22*	6.9	M-F				8.1*	23*	7.7	M-F
									6.3	M-F						7.1	M-F
							5.8*	22*	5.4	M-F				6.5*	24*	6.0	M-F
																3.8	MON.
NBC DAVID LETTERMAN I		12.30- 1.00AM	12.30 12.45 1.00	2,930	3.6	2,450	3.0	15	3.3	M-TH	3,020	3.7	2,690	3.3	17	3.5	M-TH
									2.7	M-TH						3.1	M-TH
																1.9	MON.
NBC SCTV NETWORK		12.30- 1.56AM	12.30 12.45 1.00 1.15 1.30 1.45	6,190	7.6	3,180	3.9	19	5.0	FRI.	5,950	7.3	3,100	3.8	18	5.1	FRI.
							4.9*	20*	4.8	FRI.				4.7*	18*	4.3	FRI.
									4.4	FRI.						3.9	FRI.
							4.0*	19*	3.7	FRI.				3.7*	18*	3.5	FRI.
									2.8	FRI.						3.2	FRI.
							2.7*	17*	2.7	FRI.				3.0*	20*	2.7	FRI.
NBC DAVID LETTERMAN II		>	1.00 1.15 1.30	2,040	2.5	1,790	2.2	14	2.3	M-TH	2,450	3.0	2,040	2.5	16	2.7	M-TH
									2.0	M-TH						2.4	M-TH
		VARIOUS TIMES (SUS)														1.5	MON.

DAY MONDAY-FRIDAY																	
ABC ABC SPECIAL REPORT(SUS)	2	11.16-11.18AM	11.15														TUE.
ABC ABC SPECIAL REPORT-1(SUS)	1	12.17-12.20PM	12.15														
ABC FYI-12.58(SUS)		12.58-12.59PM	12.45														
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	6,600	8.1	6,440	7.9	27	7.9	M-F	6,680	8.2	6,520	8.0	27	8.0	M-F
ABC ABC SPECIAL REPORT-2(SUS)	1	2.02- 2.05PM	2.00														
ABC FYI-2.58(SUS)		2.58- 2.59PM	2.45														
ABC FYI-3.58(SUS)		3.58- 3.59PM	3.45														
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.30- 5.30PM	4.30 4.45 5.00 5.15								10,350	12.7	7,500	9.2	25	7.5	WED.
														8.1*	23*	8.8	WED.
														10.2*	26*	10.0	WED.
																10.4	WED.
CBS SPRING SUNRISE SEMSTR-MWF(SUS)		6.00- 6.30AM	6.00							MON.							M-F
CBS SPRING SUNRISE SEMSTR-TTH(SUS)		6.00- 6.30AM	6.00							M-F							M-F
CBS CAPTAIN KANGAROO		6.30- 7.00AM	6.30 6.45	570	.7		<<		<<	M-F M-F	410	.5		<<		<<	M-F
																	M-F
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	5,620	6.9	5,460	6.7	28	6.7	M-F	5,380	6.6	5,220	6.4	26	6.4	M-F
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,540	6.8	5,300	6.5	20	6.5	M-F	5,460	6.7	5,300	6.5	20	6.5	M-F
NBC BAY HILL GOLF CLASSIC-MON(S)	1	4.30- 6.30PM	4.30 4.45 5.00 5.15 5.30 5.45	7,820	9.6	3,180	3.9	9	2.7	MON. MON. MON. MON. MON. MON.							
							2.9*	8*	3.0								
									3.4								
							3.4*	8*	3.5								
									4.3								
							4.8*	10*	5.2								

CONT'D

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1						WEEK 2					
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %
DAY MONDAY-FRIDAY-CONT'D															
NBC BAY HILL GOLF CLASSIC-MON(S)-CONT'D			6.00 6.15					4.5* 8*	4.8 4.2	MON. MON.					
DAY SATURDAY															
ABC SCHOOLHOUSE ROCK-8.26AM		8.26- 8.30AM	8.15	3,020	3.7	2,530	3.1	19	3.1		4,650	5.7	4,160	5.1	30
ABC SCHOOLHOUSE ROCK-8.55AM		8.55- 8.59AM	8.45	3,420	4.2	3,020	3.7	18	3.7		4,970	6.1	4,320	5.3	23
ABC SCHOOLHOUSE ROCK-9.25AM		9.25- 9.29AM	9.15	4,810	5.9	3,830	4.7	19	4.7		4,810	5.9	3,910	4.8	20
ABC DEAR ALEX & ANNIE-10.56AM		10.56-10.59AM	10.45	4,730	5.8	4,320	5.3	19	5.3		5,710	7.0	5,380	6.6	25
CBS SPRING SUNRISE SEMSTR-SAT(SUS)		6.00- 6.30AM	6.00												
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,850	3.5	2,770	3.4	20	3.4		2,690	3.3	2,200	2.7	15
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	3,500	4.3	3,420	4.2	20	4.2		3,260	4.0	3,020	3.7	16
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	4,650	5.7	3,830	4.7	19	4.7		3,590	4.4	3,340	4.1	17
CBS IN THE NEWS-9.56AM		9.56- 9.59AM	9.45	6,110	7.5	5,710	7.0	28	7.0		4,560	5.6	4,400	5.4	23
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	6,190	7.6	6,030	7.4	27	7.4		5,710	7.0	5,380	6.6	25
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	6,190	7.6	5,950	7.3	27	7.3		4,650	5.7	4,400	5.4	20
CBS IN THE NEWS-11.56AM(B)		11.56-11.59AM	11.45	5,540	6.8	4,890	6.0	22	6.0		3,830	4.7	3,500	4.3	15
CBS IN THE NEWS-12.26PM	2	12.26-12.29PM	12.15								3,100	3.8	2,610	3.2	11

CBS CBS NCAA BSKBL CHAMP-SA-1	2	12.30- 2.47PM	-GRID 2.45								12,630	15.5	7,090	8.7	30	
CBS CBS NCAA BSKBL CHAMP-SA-2	1	2.00- 4.25PM	-GRID 4.15	12,880	15.8	6,680	8.2	25								9.3
CBS CBS SAT.NEWS-SCHIEFFER(B)	1	6.30- 7.00PM	6.30 6.45	6,280	7.7	5,220	6.4	13	8.9 6.1 6.7							
NBC BETCHA DON'T KNOW-8.28AM		8.28- 8.30AM	8.15	4,240	5.2	4,080	5.0	31	5.0		4,560	5.6	4,480	5.5	32	5.5
NBC BETCHA DON'T KNOW-9.28AM		9.28- 9.30AM	9.15	7,820	9.6	7,660	9.4	40	9.4		7,580	9.3	7,250	8.9	37	8.9
NBC BETCHA DON'T KNOW-10.28AM		10.28-10.30AM	10.15	5,130	6.3	5,050	6.2	24	6.2		4,970	6.1	4,890	6.0	24	6.0
NBC BETCHA DON'T KNOW-11.58AM		11.58-12.00NN	11.45	3,500	4.3	3,260	4.0	14	4.0		3,590	4.4	3,500	4.3	16	4.3
NBC BETCHA DON'T KNOW-12.28PM		12.28-12.30PM	12.15	4,320	5.3	4,080	5.0	17	5.0		4,240	5.2	4,080	5.0	18	5.0
DAY SUNDAY																
ABC KIDS ARE PEOPLE TOO I	1	10.30-11.03AM	-GRID	3,020	3.7	2,280	2.8	11			2,200	2.7	1,710	2.1	8	
	2	10.30-11.02AM	-GRID 11.00						3.3							2.2
ABC DEAR ALEX & ANNIE-11.25AM		11.25-11.29AM	11.15	3,340	4.1	3,100	3.8	15	3.8		1,960	2.4	1,630	2.0	8	2.0
CBS CBS NCAA BSKBL CHAMP-SU-1	2	12.00- 2.17PM	-GRID 2.15								15,160	18.8	7,820	9.6	29	
CBS NBA ON CBS	1	12.00- 2.13PM	-GRID 2.00	11,330	13.9	4,320	5.3	18								9.9
CBS CBS NCAA BSKBL CHAMP-SU-1	1	2.13- 4.26PM	-GRID 4.15	14,750	18.1	8,880	10.9	29	7.5							
CBS CBS NCAA BSKBL CHAMP-SU-2	2	2.17- 4.33PM	-GRID				11.7*	29*	10.6							
CONT'D	1	4.26- 6.34PM	-GRID	17,440	21.4	9,620	11.8	27			16,870	20.7	9,620	11.8	30	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %	SHARE %		
DAY SUNDAY-CONT'D			4.30														
CBS CBS NCAA BSKBL CHAMP-SU-2-CONT'D			6.30						<<						10.1		
NBC SPORTSWORLD	1	1.00- 3.04PM	→GRID	13,530	16.6	3,990	4.9	13									
	1	5.00- 6.00PM															
			3.00						4.5								